SEPTEMBER 23, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

TICKET NO. 1,500,000 TO THE WLS NATIONAL BARN DANCE

Top row, Al Boyd, WLS Production Manager; Mr. Benson; Herb Howard, Barn Dance producer. Middle, Mrs. Benson receiving roses from WLS's Christine, the little Swiss Miss. Bottom, Nancy Lou and David Benson.

These are our people — the Midwest family folk who enjoy WLS entertainment — use WLS service...

When Mr. and Mrs. Arthur Benson took their youngsters to the WLS National Barn Dance in Chicago's Eighth Street Theater, July 27, they knew only that this was their third visit to the WLS broadcast.

What was their surprise to find one of their tickets was number 1,500,000 (numbering began March, 1932, when the show moved into the theater); to receive two dozen American Beauty roses and scores of other gifts from WLS and the various Barn Dance advertisers.

Yes, 1,500,000 people have *paid* to see the WLS National Barn Dance—hard-working people like the Bensons, for whom we program always! The Bensons farm a 200-acre place in Kane County, Illinois; their three youngsters range from 2 to 8; their income depends on corn and hogs. Listeners to WLS "ever since there was such a station," they usually start at 5 a.m. with "Smile-a-While." Mr. Benson explained, "What pleased us so much—the folks are so friendly at WLS."

To serve and entertain families like the Bensons, in town and on farm, has been our constant 22-year aim. 1,500,000 paid admissions to the Saturday night Barn Dance and over 17,000,000 letters in 16 years . . . these are evidence this aim is true.

WLS CHICAGO 7 — The PRAIRIE FARMER STATION — BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

Here's that Old ONE-TWO Again!

In just 3 weeks, these two promotions of vital interest to radio time buyers have taken place in Iowa.

1 Nearly a quarter million Iowans visited the KRNT-International Harvester television studios at the Iowa State Fair. International Harvester and Iowa State Fair officials believe that this was the largest attendance—in any one week—at any exhibit—at any state fair in the United States!

2 The new KRNT RADIO THEATER, with 4200 seats, opened with "OKLAHOMA!" last week. To see the eight showings of this production, people from all over Iowa paid more money than was ever paid before to see any show—in any one week—in any legitimate theater—any place in the United States.

Three facts stand out

- ✓ The KRNT television studios and "OKLAHOMA!" were both swell attractions. We've got the box office proof.
- ✓ KRNT Radio Station did its usual grand promotion job. The crowds and evidence of promotion are proof.
- ✓ Alert time buyers know that KRNT does a comparable job of promotion for its own good shows and personalities. Here is the proof . . .

KRNT in Des Moines has the greatest share of audience of any ABC station—in any Hooper city in America!

Represented by the Katz Agency
KRNT is available with WNAX and WMT as the Mid-States Group.

KRNT
The Cowles Station in DES MOINES

Sept. 29th WSPA goes 5000 watts Day and Night

September 29th, far-reaching WSPA will encircle the Midas-rich WSPA Piedmont with a notably stronger signal, intensifying its 16-county listening audience.

September 29th, WSPA's newly installed 417-foot tower and 23-mile copper wire ground system will improve its daytime signal an estimated 40%. But more important—September 29th WSPA increases nighttime power from 1000 to 5000 watts.

Right now WSPA *sells* to 124,908 radio homes* in the Spartanburg-Greenville market with a Monday-through-Friday daytime share-of-audience of 52.8* and Sunday-through-Saturday evening share of 74.8*.

With this new signal strength—5000 watts day and night on 950 kilocycles—WSPA will completely blanket "one of the *best-balanced* sections in the entire country."

And WSPA, more than ever, will swing the *balance* your way.

**Net weekly daytime circulation, CBS Listening areas, 7th series, 1944*
**Hooper Station Listening Index, Spring 1945*

WSPA SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 5000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING... at deadline

Closed Circuit

NO DECISION yet by CFRB Toronto, as to frequency it will occupy when CJBC Toronto, takes its 860 kc next summer under recent Canadian Broadcasting Corp. decision to occupy all six Canadian clear channels. CFRB offered by Radio Branch, Dept. of Transport, Ottawa, four channels: 640, 800, 1010, 1550 kc. It is learned CFRB does not plan 1010 or 1550 kc, may switch with CKLW Windsor-Detroit, in which CFRB owners have interest, for 800 kc channel, letting CKLW use 640 or 1010 kc. CFRB also considering 640 kc in lieu of 800 kc.

POSSIBILITY that American Home Products (Anacin) will drop *Real Life Stories* series, five times weekly, on MBS under discussion between sponsor and Dancer-Fitzgerald-Sample. Advertiser may use budget for radio spot campaign should it decide to drop network show.

BEFORE many weeks elapse, Lewis H. Avery Co., station representatives, will become Avery-Knodel Inc., with Bill Knodel, now national sales manager of radio division of Field Enterprises Inc., to join firm as partner and Chicago head. Enterprise, launched year ago by former NAB director of broadcast advertising, has made rapid strides.

RADIO manufacturing fraternity awaiting with interest reports on RCA Victor's field testing of its FM receiver models. Greatest interest centers around whether company will succeed in by-passing use of Armstrong FM patents.

ALSO of interest to FM'ers is current trade report that Philco and GE are ready to market combination AM-FM-phonograph receivers in $300-$350 range and of high quality. Already producing FM combinations are such companies as Zenith, Scott, Freed, Stromberg-Carlson and Pilot.

NEW development in Arde Bulova endurance-record effort to terminate his duopoly control of WOV and WNEW New York may be plan to dispose of WOV's control to brother-in-law, Maj. Harry D. Henschel, now 20% stockholder. Major Henschel, also with other business interests, served overseas during World War II and distinguished himself. This develops following breakdown of negotiations to sell station for $600,000 to David Dubinsky's ILGWU which was double amount agreed upon with Mester Bros., latter now litigating FCC refusal to approve transfer [CLOSED CIRCUIT, Sept. 2].

WHEN FCC issues decision on Press Wireless application to operate shortwave relay for program transmission (expected this week) odds are it will be turned down despite lengthy program tests conducted last May at Commission's behest. Should FCC deny application, Press Wireless expected to demand public hearing.

Upcoming

Sept. 23: NAB Employe-Employers Relations Committee, Statler Hotel, Washington, D. C.

Sept. 28-29: AWD Second District meeting, DeWitt Clinton Hotel, Albany, N. Y.

(For other upcomings see page 50)

Bulletins

MOSCOW late Friday approved five industry representatives as observers at Five-Power Telecommunications Conference opening Sept. 28 (early story page 20): William G. Thompson, AT&T; A. L. Budlong, ARRL; Commodore E. M. Webster, National Federation of American Shipping; F. C. Alexander, IT&T; Philip F. Siling, RCA. Official delegates and observers must pick up visas in Berlin.

LOUISE C. CARLSON, former wife of Charles C. Carlson, licensee WJBW New Orleans, applied to FCC Friday for WJBW facilities—1230 kc, 250 w fulltime—and asked designation with WJBW renewal application, up for further hearing Oct. 10 on alleged violations of FCC regulations. Accompanying petition said Mrs. Carlson receives portion of station profits under divorce decree; that application is to protect property interests.

REGULAR license renewals to Aug. 1, 1949, announced by FCC Friday for WSNJ Bridgeton, N. J.; WPAX Thomasville, Ga.; WLOK Lima, Ohio; WSNY Schenectady; KFBC Cheyenne; WGAC Augusta, Ga.; WJIM Lansing; WSSV Petersburg, Va. Also: WJHO Opelika, Ala., renewed to Aug. 1, 1947; WDNC Durham, N. C. and WJBK Detroit to Aug. 1, 1948; WAGA Atlanta and WHKC Columbus, Ohio, to May 1, 1949.

PORTER STAYS ON

PAUL A. PORTER, OPA administrator, sees no immediate prospect of leaving trouble-shooting job at price control agency. After conference with President Truman Friday morning, he indicated he will stick for some time.

Conference occurred right after President announced he had asked Secretary of Commerce Henry Wallace to resign. Mr. Porter told reporters he hadn't discussed FCC matters; didn't see prospect of leaving OPA; didn't know if he would be named to FCC chairmanship again; didn't expect to become Secretary of Commerce.

Crises at OPA may prevent Mr. Porter from returning to FCC chairmanship before end of 1946 despite known desire to resume post.

Business Briefly

SPOT PLANNED ● MGM Records, New York new organization which will produce records by Metro-Goldwyn-Mayer stars, as well as other artists, appointed Donahue & Coe, N. Y. as advertising counsel. Plans are spot radio and newspaper campaigns.

CAMELS BACK ● R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels). Oct. 3 resumes *Abbott & Costello Show* on 148 NBC stations, Thurs., 10-10:30 p.m. (EST). Agency, William Esty & Co., N. Y.

BAKERY DISCS ● W. E. Long Co., Chicago, cuts *Honeydreamers and Dave Bacall* musical discs for P. F. Peterson Baking Co., to be placed in 15 markets. Firm completed new *Cavalcade of Piano* series for 180 stations and other spots.

CARNATION TO CBS ● Carnation Co., Milwaukee, Sept. 30 switches *Lone Journey*, formerly on NBC, Mon. through Fri., 10-10:15 a.m., to CBS, Mon. through Fri., 2:30-2:45 p.m. Agency, Erwin, Wasey & Co., Chicago.

MORGAN ON NETWORK

ABC's caustic Henry Morgan, who lambasts sponsors, is to be sponsored by Eversharp on ABC Wed. 10:30-11 p.m., beginning Oct. 16. Agency, Biow Co., N. Y.

WALLACE ON ALL NETWORKS

REVERSING decision made Friday noon to stay off air Friday and Saturday, ex-Secretary of Commerce Henry A. Wallace decided Friday afternoon to broadcast short talk at 8 that night from his Washington hotel. All networks arranged to carry talk, with WWDC and WINX Washington carrying locally. WRC, WTOP and WOL picked up for NBC, CBS, MBS wire recording of ex-Secretary reading 50-word letter of resignation. Among featured broadcasts of busy radio day was WOL forum in which Harold Ickes, former Interior Secretary, participated.

NABET POISED TO STRIKE AT 4 WESTINGHOUSE OUTLETS

NABET late Friday preparing to strike at four Westinghouse stations if wage agreement not reached by Saturday night, end of 30-day cooling-off period. Stations affected by threatened weekend walkout: WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; KYW Philadelphia.

NABET certified early in year as bargaining agent for 65 engineers at outlets. Negotiations started June 6. Westinghouse Radio Stations Inc. and NABET representatives met last Monday and Tuesday with U. S. conciliator but failed to reach agreement. Union claims WRSI offered $90 weekly base wage but said figure is 20% under standard wage in areas. Quick check of Philadelphia stations showed one $40-$75 scale, another $57-$97.

•FLEXIBILITY
•ADJUSTABILITY
•SELECTIVITY
•ECONOMY

• They're all yours with SPOT RADIO: Flexibility of schedule. Adjustability to distribution. Selectivity of markets. Fast and inexpensive sales delivery.

In planning your new campaigns, count on Spot Radio and on these stations. Most of the successful advertisers do!

REPRESENTED NATIONALLY BY

★ ★ ★ EDWARD PETRY & CO., INC. ★ ★ ★

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

Fulton Lewis, jr.

...available now* in Chicago

Important metropolitan market open for Fulton Lewis, jr. sponsorship—over radio station WGN, Chicago, Ill.

Local and national advertisers alike, *on 207 stations* throughout the United States, find the Fulton Lewis program *the* cooperative program with a selling wallop.

PUT FULTON LEWIS, JR. TO WORK FOR YOU IN CHICAGO! Wire, phone or write us at once for complete information.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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® Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR 15¢ PER COPY

Beauty is a Business

Whether it's face powder or nail polish, women in the Nashville area buy millions of dollars worth of beauty products each year . . . Beauty gets a share of the 356 million dollars spent annually in retail stores alone . . . But 190 thousand radio families in this trade area have ample buying power for your quality products as well. So, for effective coverage of this potential audience—who regularly listen to the top programs of American and Mutual—try WSIX.

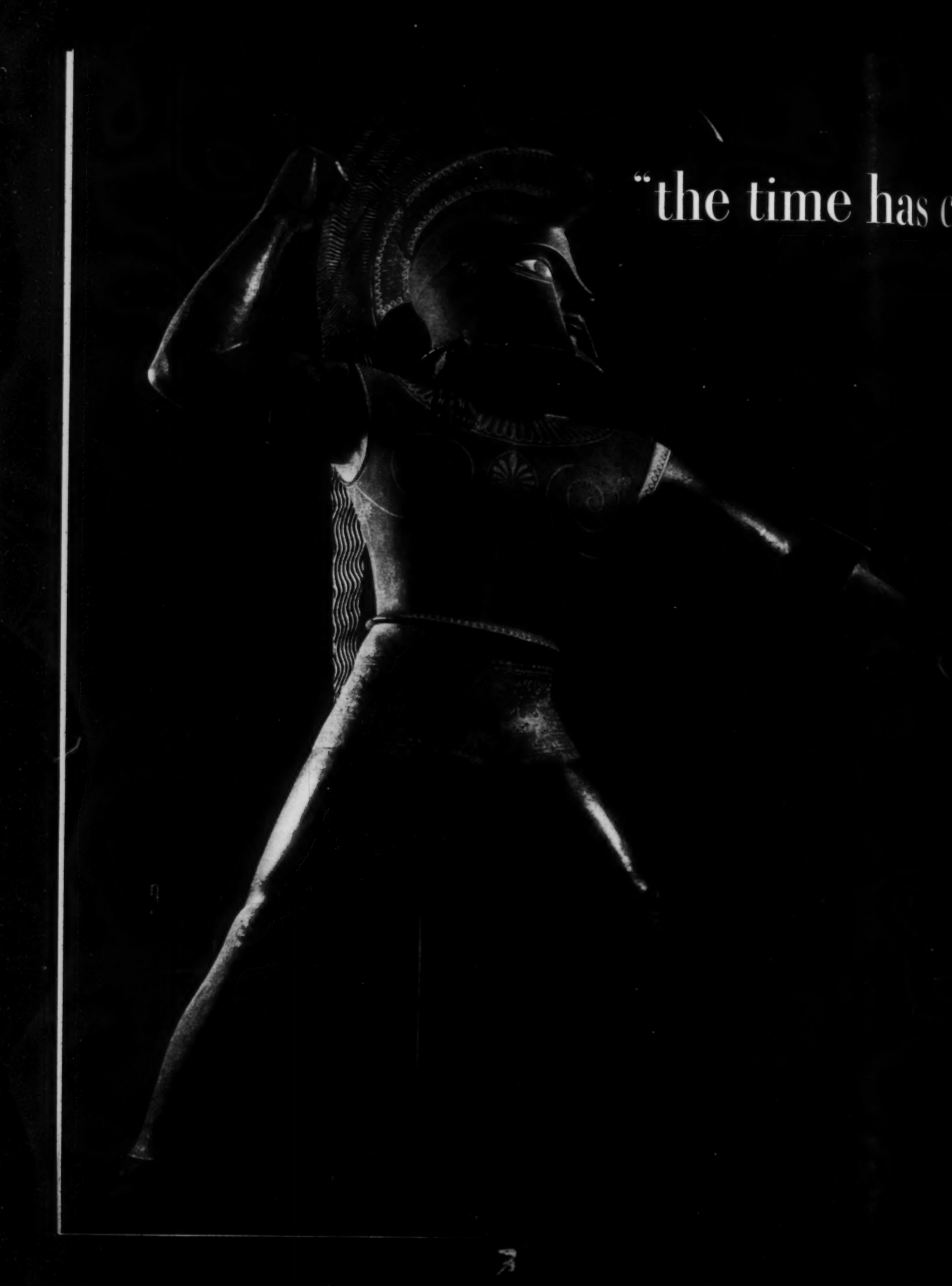
AMERICAN *and* **MUTUAL**

5,000 WATTS
980 KILOCYCLES

Represented Nationally By
THE KATZ AGENCY, Inc.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy


"the time has

as come... to do something else"

The question, gentlemen, is not how far back into recorded history people have been dressing up in uniforms... but how far forward...

The Greeks were hard at it 2500 years ago, and before them the Egyptians. And just a little while ago, close order drill became a reality to the 15,000,000th American since Pearl Harbor.

Our own Secretary of War probably had this in mind on the opening broadcast of *You And The Atom*, Columbia's recent series of programs on nuclear energy. He said:

"Man now has in his hands a force so great, both in its potential for good and in its potential for evil, that *the time has come for him to do something else. He has to stop doing what he has been doing.*"

The italics are ours. Likewise, the objective. We were convinced that radio could, and should, do something about it. Even if it only meant broadcasting to over 33,000,000 families a plain, unvarnished story of the atom: what it is, how it works, and what it has in store for us.

We did it five nights a week for four weeks. We hoped it would help to make clear what each one of us has to do (and stop doing) in order to prevent our grandsons and their grandsons from dressing up once more in familiar uniform.

But it takes far more than a single series of 20 broadcasts to help the American people fully apprehend what is perhaps the hardest truth of all: *that it is within their collective power to shape their collective destiny.*

The point is that whatever *more* it does take to impress this truth through radio, we and our affiliated stations stand ready and willing to provide.

Columbia Broadcasting System

MARS · ETRUSCAN · 500 B. C.
Photographed at The Metropolitan Museum of Art

Nebraska's
CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC - 1240 KC
LOCAL CHANNEL

Feature of the Week

EDITOR'S NOTE: Mr. Wakeman, author of the best seller THE HUCKSTERS—a book of fiction which takes to task advertising agency executives concerned with radio—was asked by BROADCASTING *editors to do a special piece for publication on the general subject of radio as he sees it. He was asked specifically for his observations on "unhuckstering radio." Here is his response.*

* * *

EDITOR, BROADCASTING:

Your letter of Aug. 28 just arrived here in Bermuda today, and I hasten to answer it on account of your deadline.

I would very much like to do such an article but am working on a new book now, and don't dare to interrupt it.

Of course, my suggestion for "unhuckstering radio" is very simple—it is to apply the publishing technique to radio, by throwing the program responsibility back to the stations and networks, taking all of same away from agencies and sponsors and talent agents. Then advertising time is sold next to "editorial and program matter" just as it is done in our newspapers and magazines.

That way, I think, the producing, directing and programming brains would eventually gravitate to the stations and networks, and there would be more emphasis on what the public wants rather than on what the sponsors want.

Insofar as the commercial messages are concerned, they would be subject to the control of the stations and networks and they in turn should rigidly exercise controls so as not to abuse the listener.

FREDERIC WAKEMAN.

September 11, 1946.

Barns Away!

AT A RECENT VICTOR BORGE SHOW at Des Moines, John Monahan of Bankers Trust Company, was questioned by the lady sitting next to him, "Isn't this the WHO Barn Dance?" When told it was not, the lady replied, "Well, good night! I drove 75 miles to see the Barn Dance!" And then the lady left.

Sellers of Sales

RADIO was a dream world to her in 1932, which she dared not believe to be habitable by ordinary folks. Being no ordinary person, Ruth Eleanor Johnson is today time and space buyer as well as office manager of Raymond R. Morgan Co. Hollywood advertising agency office.

In time expenditures alone, Ruth oversees annual purchases of approximately $1,500,000. In this capacity she plans the radio campaigns of such accounts as White King Soap Co. (White King Granulated Soap, Scotch Triple Action Cleanser, Sierra Pine Toilet Soap and Merrill's Rich Suds), Kerr Glass Mfg. Corp., Planter's Nut & Chocolate Co. and Folger's Coffee.

RUTH

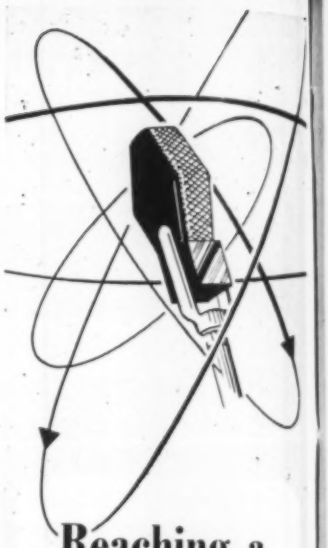
Chance alone brought her into radio's fold when a friend called to say she was leaving the Don Lee Broadcasting System talent service. Was she interested? Muchly so but she didn't think it was possible to get into radio quite so readily. Even today, she modestly confides that she sometimes pinches herself to be sure it's true.

From 1932 to 1937, she stayed with the Thomas Lee Artist Bureau as assistant to the office manager. When it was dissolved in late 1937, she went over with the successor organization known as Shaw-Martin agency, talent service. She remained with them until March 15, 1938, when she joined Raymond R. Morgan Co.

Starting as a receptionist, she shifted to copy production department six months later, where she remained for three years. Late in 1941, Ruth became production manager and assistant space and time buyer. As such she remained until May this year when she assumed her present responsibilities.

Although most old-line Pasadena residents think they remember her since birth, she was actually born in Tucson, Ariz., Aug. 31, 1911. When only three months old, her family moved to South Pasadena, Calif., where the family has resided ever since. A graduate of South Pasadena High School, 1929, she attended Pasadena Jr. College before spending a year working for her father's trucking firm. Thereafter it was radio all the way.

Disclaiming any active hobbies, she says leisure hours are frequently devoted to piddling with books and music. Actively she would like to develop the hobby of being lazy. Travel is her idea of being lazy with China as first objective. This latter ambition is accentuated by the fact that she has never been east of Tucson or north of San Francisco.



Reaching a SALES-RICH MARKET

The greater York market, rich in industry and agriculture—it's a good buy at low cost.

WORK
YORK, PA.
NBC MUTUAL

Represented by
Radio Advertising Company

"REQUESTFULLY YOURS" PROVES IT

"H'YA CHUMS AND CHUMLETS, THIS IS YOUR PAL PAUL—PAUL BRENNER"
WAAT
WAAT
"Requestfully Yours" is heard from 5:05 to 7:30 P.M.—E.D.T. Monday through Saturday.

and Paul Brenner, every early evening delivers in North Jersey—

✓3½ TIMES AS MANY FAMILIES per dollar as any New York network station . . .

✓*At least* 2 TIMES AS MANY FAMILIES per dollar as any New York independent station!

Another Reason Why . . .

WAAT delivers more listeners per dollar in North Jersey—***America's 4th Largest Market****—than any other station, including all 50,000 watters!

Source: Pulse of North Jersey and Standard Rate and Data (Excluding talent costs)

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

WAAT

970 KC
NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Local Boy Makes Good Listening

If ever there was an exception to the saying, "A prophet is without honor in his own country," Dave Hamilton is it . . . for this husky, Hoosier-born singer of ballads is one local boy who has made good in his own bailiwick by making "good listening" daily for the audience of WIBC, the fastest growing radio station in Indianapolis.

Back in his home town now, after a three-year stint in his Uncle Sam's navy, Dave Hamilton has resumed a career in radio which already has solidly established him as a favorite with WIBC listeners who hear him regularly on these three "top drawer" live talent shows: "Jane Day's House," "P. M. Party" and "WIBC Coffee Shop."

Dave Hamilton is only one of many in the bright firmament of stars who are creating such avid listenership for WIBC and such effective results for WIBC advertisers. So, to sell your goods or services more profitably in Indiana, sell through the medium of a pretested show from "The Friendly Voice of The Indianapolis News" where you'll find "Live Talent—Alive to Your Commercial Objective." See your John Blair man for time and talent available.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

POPULAR PROGRAMS attract MORE PEOPLE!

Today millions of listeners in the Mid-South look to WMC for their radio entertainment. This listener loyalty has grown through the years because of: (1) Top-ranking NBC shows. (2) Public service attractions of interest to the people in this area. (3) News. (4) Local and regional spot shows of unusual appeal.

That's why most people listen most of the time to WMC in Memphis and the Mid-South.

WMC ★ **MEMPHIS • NBC • 5000 WATTS**
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' ***DOMINANT*** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Don't think our little St. George, above, doesn't know a bottle-neck when he sees one. And don't think we don't either, here at F&P!

Manpower is the bottle-neck that throttles most service organizations. Here at F&P we have selected our manpower, and culled it, and selected again, until now, after fourteen years, we have the best organization in our history. The result of this extra effort is *better service to you.* ANY kind of service that will help you get better spot-broadcasting, easier. May we prove it?

***WRITE** for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.*

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

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BROADCASTING
TELECASTING

VOL. 31, NO. 12 WASHINGTON, D. C., SEPTEMBER 23, 1946 $5.00 A YEAR—15c A COPY

FCC Cites 6 for Programs on Renewals

Blue Book Tenor Seen Milder In Notice

By RUFUS CRATER

IN A MORE MILDLY WORDED follow up of its Blue Book, FCC announced last Friday that six additional stations had been designated for renewal hearings on program issues.

The six with WBAL Baltimore designated last February, are KBIX Muskogee, Okla.; KGFJ Los Angeles; KMAC and KONO San Antonio; WIBG Philadelphia, and WTOL Toledo.

Reported to have picked what it considered more flagrant examples of over-commercialization in program structure as a means of serving notice on all broadcasters, the Commission couched its announcement in language regarded as much softer than the bristling phrases of the Blue Book.

The announcement, a one-page release summarizing the status of standard renewal applications and reporting that FCC "is essentially current in the processing of renewal applications," declared:

"In designating these seven applications [including WBAL's] for hearing, the Commission was of the opinion that the statistical and other data before the Commission concerning the program service rendered by these stations indicated that these stations were not rendering a well-rounded program service in accordance with the licensees' obligation to operate in the public interest."

Data at FCC

It was conceded that the statistical data before the FCC are only an "index" of the manner of operations and are "not considered . . . conclusive" of overall operation. When the cases come to hearing, FCC said, the stations may use program data and "any other relevant evidence" to show well-rounded program service "in actual operation" and to prove that the stations are living up to their program promises.

Although the release did not specify any dissents in voting on the designations, it was thought, based on previous consideration, that in each case at least one and sometimes more of the six Commissioners opposed hearings.

Issues in the six cases have not been announced. It was understood, however, that one of the chief objections related to the use of spot announcements, particularly those "piled up" in participating programs. Hearing dates were not set.

All but KBIX Muskogee are located in major markets. All but 10-kw WIBG operate with power of 250 w or less (KGFJ is a 100-w outlet).

WTOL Toledo was specifically cited in the Blue Book for the drop in local live programs which occurred after it received a grant for fulltime operation, for a scarcity of local public service programs, and for the frequency of spot announcements in some time segments. (These Blue Book references relate to WTOL operations for the week of Nov. 13, 1944, during which period, the Commission said, 91.8% of broadcast time was commercial).

Announcement of the designations came less than three days after the facilities of WBAL, the first station put down for renewal hearing on program issues this year, were requested in an application filed by Drew Pearson and Robert S. Allen (see story on this page). WBAL also was cited by the Blue Book.

The Commission's announcement said regular renewals have been granted to 400 of the 485 stations required to submit program analyses in conformity with the plan announced in the Blue Book on March 7. Of the remaining, beside the six set for hearing, 39 have not been processed pending outcome of other hearings in which the licensees are directly or indirectly involved; six are still on temporaries for accounting studies; five for possible engineering violations; six for legal studies not involving programming; seven awaiting action on transfer or assignment of license applications; and 16 awaiting receipt of further information from the licensees.

Text of the announcement, Public Notice 98501:

On March 7, 1946, when the Commission issued its report on "Public Service Responsibility of Broadcast Licensees" 322 stations were operating on temporary licenses largely because of the Commission's inability with its limited staff to make the necessary analyses of the stations' operations. In that report the Commission indi-

(*Continued on page 88*)

Pearson, Allen Ask WBAL Facilities

Station Application Requests 1090 kc In Baltimore

A TOP-LEVEL TEST of FCC's Blue Book policies was precipitated last week when Drew Pearson, Washington commentator and columnist, and Col. Robert S. Allen, his former colleague, applied for clear-channel facilities of Hearst Radio Inc.'s WBAL Baltimore.

A bitter legal battle was foreseen, probably extending to the Supreme Court. Messrs. Pearson and Allen were reported preparing to develop all aspects of Hearst operations when the case goes into hearing, and the Hearst organization was expected to reply in kind. It was reported that William Randolph Hearst himself may be subpenaed from his San Simeon, Calif., home to testify.

The fight started before the Pearson-Allen application, filed late Tuesday, was two days old. Thomas P. Littlepage of Littlepage & Littlepage, Washington counsel for Hearst Radio and WBAL, said a counter-petition was being prepared opposing consolidated hearing of the two applications and arguing that FCC Rules Sec. 1.387(b)(2), cited by Messrs. Pearson and Allen in quest of a joint hearing, clearly is not applicable and was misconstrued by the new applicants

Pearson and Allen before the war.

It was understood that Judge John J. Burns, Hearst Radio attorney and former general counsel of Securities Exchange Commission and chief CBS counsel in the FCC monopoly proceedings several years ago, would be co-counsel for WBAL in the proceedings. Hearst Radio executives had no comment on the new application except to concede that they were "examining the situation."

Legal counsel on the opposing side is the Washington firm of Cohn & Marks, with Frank, Skeen & Oppenheimer, of Baltimore, contributing legal advice on local matters in preparation of the application. McNary & Wrathall, consulting radio engineers, Washington, prepared the technical data.

Operating with 50-kw power on 1090 kc and at current staton values estimated by informed industry sources to be worth probably in excess of $2,000,000, WBAL is now on temporary license and was cited by the Blue Book for its high proportion of commercials.

WBAL income last year has been estimated at better than a million and a quarter dollars after deduction of agency commissions, with

(*Continued on page 80*)

Title Bout Earns 33 Hooper Rating

Gillette Sponsors Fight Also On NBC Television

REMINISCENT of early-day off-mike mutterings when tuners-in heard an occasional "damit" seep through the static when someone tripped over the maze of wires strung in impromptu studios, listeners to the Louis-Mauriello championship fight Wednesday night heard the naked truth from the defeated Tami Mauriello.

"Aw, I got too goddammed careless," he exclaimed when Sportscaster Bob Dunphy interviewed him in the ring after he was revived from the knockout.

Dunphy covered the *faux pas* cleverly, took the conversation away and Mauriello left the microphone.

67.8% of Audience

Sponsored by Gillette Safety Razor Co. on ABC, the fight earned a 33 Hooperating, as compared to the 67.2 rating for the Louis-Conn bout last June. Wednesday's broadcast was heard by 67.8% of the total available audience, said Hooper, who reported sets-in-use at 48.6.

Television viewers throughout the East saw the brief fight over NBC, sponsored also by Gillette, who also sponsored it on a Latin American network. In Washington NBC was host to some 300 Government officials and business leaders at a television party. Gillette agency is Maxon Inc.

RADIO WEEK

Nov. 24-30 Dates Set At Joint Meeting

DATES for National Radio Week were set tentatively as Nov. 24 through 30 at a meeting last week of the Advertising Committee of the Radio Manufacturers Assn. and top executives of the NAB.

The observance this year will follow the pattern of last year's National Radio Week, according to an announcement released after the RMA-NAB session, and will aim at the stimulation of radio receiver distribution throughout the country.

Executives Attend

NAB executives who attended were Justin Miller, president; A. D. Willard Jr., executive vice president, and Edward J. Heffron, executive assistant for public relations.

RMA members were Bond Geddes, executive vice president, and advertising committee members John Garceau, of Farnsworth, chairman; John K. West, of RCA Victor; W. B. McGill, of Westinghouse; David McGluckin, Philco, and James D. Secrest, RMA director of publications.

Record August Set Production Reported by RMA as 1,500,000

ALLTIME record in production of radio receivers was set in August by member companies of the Radio Manufacturers Assn., comprising over 90% of total industry output. Total August production was 1,442,757 sets, with likelihood that complete industry output exceeded 1,500,000 receivers.

Despite this record, production of sets with FM dropped a third —13,892 in August compared to 19,642 in July—despite a substantial increase in console and radio-phonograph models. RMA explained that a number of manufacturers have announced plans to bring out new FM models this autumn.

Only three television sets were produced in August but several plants are planning to introduce new lines this month.

The record set output was 350,000 above the industry's prewar monthly rate and about 400,000 over July production of 1,061,853 units. Average monthly output in 1941 by all companies, according to Census Bureau figures, was 1,019,832 units.

Fast rise in output of console and radio-phonograph models brought the total of these receivers in August to 101,744, compared to 71,500 in July. This almost equals the prewar unit average. Electric table models dominated the 1,442,757 record production, amounting to 1,030,183. Of these 132,000 were radio-phonograph models.

Production of battery sets, all portable or table models, totaled 184,306, with 124,645 auto receivers also produced.

Though tube output has been influenced by strikes at plants making plastic bases, July output was 14,439,130 compared to the peacetime record of 17,979,636 in June. Output of tubes for new sets was 8,482,826, with 5,212,922 for replacements and 759,491 for export.

Blondex Plans

ASSOCIATED Labs, New York, (Blondex hair shampoo), will start a series of 104 one-minute transcriptions on 18 Canadian stations beginning early in October. Firm expects to go into U. S. market sometime in November or the first part of the year. Agency is Grady & Wagner, New York.

Benny Set Sept. 29

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), Sept. 29 returns the Jack Benny show on NBC, Sun. 7-7:30 p. m. Mr. Benny is celebrating his 15th year on the air and his 35th in show business this season. Agency for American Tobacco is Foote, Cone & Belding, New York.

Western Auto Expands

WESTERN AUTO SUPPLY Co., Los Angeles, Sept. 29, expands *Circle Arrow* on NBC, adding 28 stations for total of 55. Show made debut last October from WLW Cincinnati over 20 stations and has increased several times. Bruce B. Brewer & Co., Kansas City, placed contract. New stations are WHAM WBEN KDKA WAVE WIRE WOW WERC WMBG WGBF KGBX WSOC WISE WSAV WJAX WFLA WIOD WJDX WAML WFOR WGRM WALA WCOA WAPO KGNC KTBS KANS KWBW KOAM.

Drawn for BROADCASTING by Sid Hix

"And in conclusion let me say, I'm an atheist, thank God!"

SCHREIBER RAISED TO NEW WGN POST

MR. SCHREIBER

AMONG MAJOR personnel changes effected Sept. 18 by Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, was the appointment of Frank Schreiber, general manager of WGN, as executive director of WGN Inc.

Mr. Schreiber thus succeeds Chesser M. Campbell, who was made treasurer of *The Tribune*. Mr. Campbell is also vice president and advertising manager of the Chicago paper, which owns WGN.

J. Loy (Pat) Maloney, managing editor of *The Tribune* was appointed chief of public relations.

In his new capacity, Mr. Schreiber will assume full charge of WGN and all its departments. He was named station coordinator in 1940, a title which was later changed to general manager. Mr. Schreiber became affiliated with *The Tribune* as a member of the sports staff in 1918. In 1928 he was appointed assistant general purchasing agent. He transferred to WGN in 1931 when he was appointed chief of the public relations department.

At the board of directors meeting of the *Tribune* and affiliated companies Sept. 18, other officers to be elected included F. M. Flynn, business manager of the *New York News* who became general manager of the News Syndicate Co. Inc., to fill the vacancy caused by the death of Roy Hollis. Richard W. Clark, *News* managing editor, was elected to the News Syndicate Co. board with the title of secretary, succeeding Col. McCormick. Mr. Clark also became executive editor of the *News*.

'Mystery' Renewed

GENERAL FOODS Corp., New York (Post-Tens), Oct. 6, after an eight week summer hiatus, resumes *House of Mystery* on MBS Sun., 4-4:30 p. m. Agency is Benton & Bowles, New York.

Truman Lauds Ad Council's Postwar Role

Addresses Leaders At White House Conference

WORK of the Advertising Council during the first postwar year in contributing more than $100,000,000 worth of advertising in support of public service projects was praised by President Harry S. Truman at a closed session of business, media and advertising leaders, labor specialists, educators and Government officials, held Sept. 17-18 at the White House Executive Offices.

"The Advertising Council and the Office of War Mobilization & Reconversion, working with the President's Famine Emergency Committee, played a vital part in awakening this nation to its obligations to the starving people of the world," the President said in a message sent to the conference.

Through the two-day session advertising media drew continuous commendation for their part in promoting public service projects. Role of broadcasting drew heavy emphasis, according to officials who commented informally after the meeting. The Council operates two broadcast campaigns—network allocations and spot announcements.

A number of Government officials addressed the meeting, but in most cases their remarks were off-the-record. Main purpose was to point out how media and advertisers had contributed to war and postwar public service causes as well as to stimulate interest in such work during the second postwar year.

Liaison Session

Subjects discussed included price control, wage stabilization, fiscal policies, occupation problems, world trade, veterans' problems, housing, food prospects and crime prevention. The session was part of the continuing liaison between Government agencies and the Council, a non-profit, volunteer organization which selects Government-sponsored information programs and enlists advertising support.

Executives present represented broadcasting, agencies, newspapers, magazines, manufacturers, outdoor and transportation media and trade associations. Participating on behalf of broadcasting were network officials and NAB President Justin Miller.

Dr. John R. Steelman, director of OWMR, who called the meeting directed proceedings which closed with a luncheon session. Speakers at the luncheon were Dr. Steelman; Clarence Francis, chairman of the board, General Foods Corp.; Evans Clark, chairman of the Council's Public Advisory Committee, and James W. Young, chairman of the Council.

Mr. Young pointed out the change in the pattern of Council activity in the postwar year, in which $100,000,000 in advertising was contributed. He recalled that the Council estimated shortly after V-J Day that it might maintain 10% of the wartime contribution of $300,000,000 a year for public service and public relations advertising.

Council Messages

"I am happy to be able to tell you that we are currently running at the annual rate of over $100,000,000 worth of space and time for public service messages recommended by the Council, without any estimate of the valuable advertising talents which are contributed by volunteer advertising agencies," he said. Among achievements of the Council's campaign he cited the following:

Nearly $6,000,000,000 worth of U. S. Savings Bonds sold since Jan. 1, of which over half were E Bonds.

Cooperation of nearly 70% of American families secured in conservation of grain products to help alleviate starvation abroad.

Credited by Forest Service with reducing forest fires by 33,000 in 1945.

Steady decrease in highway fatalities due to traffic accident campaign in cooperation with National Safety Council.

Assisted Army's recruiting drive in which almost 1,000,000 have been recruited.

POWER of advertising as a means of promoting public service as well as purely wartime projects was acclaimed by top Government and civilian leaders during two-day conference at White House. Radio drew praise for its role, with R. B. Smallwood, president of Thomas J. Lipton Inc., telling of results from one-time charity broadcast.

"In the mechanism called advertising as developed and used by free American business, there exists today the greatest single force for informing and inspiring public opinion which the world has ever seen," Mr. Young said.

He added that the Council's wartime activities, which included promotion of 150 home front campaigns in cooperation with 27 Federal agencies with a contribution of more than $1,000,000,000 worth of space and time, proved that "this powerful mechanism could be just as effective in the public interest as it had been in the private interest."

Commends Council

In commending the Council Dr. Steelman said: "The Advertising Council, the type of work it is doing, and the type of leadership that inspired it, is one of the things that is very much right with America.

"Information—correct, unbiased

(*Continued on page 77*)

Lipton Reaps Public Service Rewards

Broadcast By-Products Pleasant Surprise To Sponsor

CHARITY pays—and so does broadcasting.

Thomas J. Lipton Inc., Lever Bros. subsidiary, discovered the value of the combination early this summer. Out of its corporate heart this important segment of the Lever interests staged a one-time broadcast designed purely to help hungering millions abroad.

Out of that program have come advertising rewards that induced R. B. Smallwood, Lipton president, to send a letter to the Advertising Council, under whose auspices the program was broadcast.

The letter was read Wednesday to some four-score leaders of business advertising, media, labor, industry, education and Government. They met at the White House on invitation of John R. Steelman, Director of the office of War Mobilization & Reconversion. James W. Young, Council chairman and senior consultant of J. Walter Thompson Co., and at one time director of the U. S. Bureau of Foreign & Domestic Commerce, read the letter at the luncheon that concluded the two-day session (see separate story).

By-Products, Too

Tangible results in the form of contributions to the famine cause came from the broadcast, carried on CBS June 25, 9-9:30 p. m. It was titled *Hunger Marches On*, following the *March of Time* format.

Lipton, a radio user from way back, expected such results. What it neither thought of nor hoped for were the "very pleasing by-products of this effort," according to Mr. Smallwood's letter.

Mr. Young talked on the Council's postwar use of media on behalf of public service causes. Building up to the Smallwood letter, he said:

"Does it pay off for business? Perhaps one example will tell you more than a thousand generalities, so let me read you a letter received at the Council office a few days ago."

Text of the letter from Mr. Smallwood to the Council follows:

"When we undertook the sponsorship of the special *March of Time* broadcast, *Hunger Marches On*, we did so because we felt our firm, being a food company, had a special obligation to try to do something about helping the hungry people of the world.

"It was highly gratifying to see the tangible results in terms of contributions definitely traceable to the broadcast and to know that many local rebroadcasts brought still more returns to local famine relief agencies. In this respect our purpose was well accomplished.

Extra Benefits

"The very pleasing by-products of this effort, which were not a part of our purpose, were the very fine dealer cooperation and the many unsolicited evidences of public goodwill that accrued for our company.

"Great numbers of dealers built special displays and devoted space (at their own expense) in their advertising to call attention to the broadcast. In some cases merchants and their newspaper joined forces in sponsoring large newspaper advertising to tell their community of this special Lipton broadcast. Reports from our salesmen indicate widespread expressions of sincere respect and goodwill from all classes of trade.

"Letters to newspapers, radio stations, the Columbia network and to ourselves were generous in their commendations and expressions of friendship. This deluge of unsolicited letters, of course, represents only a small fraction of people whose feeling toward our company (and possibly toward business as a whole) seems to have become more cordial than ever before.

"In this connection we are particularly pleased to quote, in part, from a New England minister's letter:

> It was the best public service program I've ever heard or heard about . . . Our Sunday bulletin carried an announcement about the broadcast as a result of the "Letter from the Publisher" in Time magazine. I only hope that a good many of our congregation were tuned in.
>
> I am sure this program was presented as a public service without regard for advertising value; but it is the type of program which would make me change brands in the hope of encouraging similar broadcasts.

"The minister was right. We did present the program without thought of advertising reward. Yet the resulting evidence of public goodwill and enthusiastic reaction is overwhelming.

"We feel no compaign designed for the purpose ever could have *bought* such evidence of goodwill for our company. Thus, our gratification is the greater through the knowledge that this goodwill is the by-product of our effort to help the hungry people so sorely in need of all the help they can get."

Cosgrove Hits FM Prejudice Charges

Service to Rural Areas Promised in Speech By Dillard

CHARGES of collusion among radio manufacturers to keep down production of receivers with FM were branded as "silly" by Ray C. Cosgrove, president of Radio Manufacturers Assn. in an address Wednesday before the Electric Institute of Washington, D. C.

Mr. Cosgrove participated with Everett L. Dillard head of Commercial Radio Equipment Co. and operator of W3XL, independent FM station in Washington, in a two-way discussion of receiver production and prospects for FM sets. The institute is composed of radio and appliance dealers in the nation's capital.

Hits Anti-AM Promotion

Pointing out that output of sets with FM had dropped from 19,642 in July to 13,892 in August and that August set an alltime record for total production with 1,500,000 sets produced (see story page 16), Mr. Cosgrove said the manufacturing industry is an "industry of individualists." "Any manufacturer would be glad to get out first with FM sets," he said. "It's silly to charge collusion. The three sets (FM) in this room are the first I've seen."

"I deplore the fact that some FM stations advise the public not to buy radio sets until they have FM," Mr. Cosgrove said, drawing cheers from the dealers. "What about the 1,500,000 AM sets produced last month?"

Mr. Cosgrove said to some extent FM will be a burden on the distributor, since it presents antenna installation problems in some cases, and like television requires a "lot of selling."

Mr. Dillard proposed that dealers sell customers smaller $40 radios, at the same time displaying the new FM models and explaining FM's advantages, and then take orders for later delivery of larger FM sets when they become available in quantity.

He contended that the console models with FM will cost about the same as those without it and suggested the danger of customer ill-will when FM promotional advertising gets under way, especially among customers who have bought high-priced models without FM.

Sees 25,000,000 Output

Mr. Cosgrove contended console models with FM will cost $30 more, table models $8 to $10 more at the retail level. He traced the August drop in FM output to change of the FM band from 42-50 mc to 88-108 mc and to the difficulty of tooling for AM. He said tooling costs four times as much as it did before the war.

Potential industry set production is 25,000,000 a year, Mr. Cosgrove added, compared to 13,000,000 produced in 1941, the record year. Discussing production problems, he told of shortages of condensers, copper wire and cabinets. Several plants have solved the cabinet problem by buying furniture plants and even timber tracts, he said.

He feared a piling up of table models if production continues to increase and pointed to danger signals in the present "profitless prosperity." Criticizing OPA, he said sets cost twice as much as before the war and said that receivers should be decontrolled since production is catching up with demand. He blamed OPA for the cabinet shortage, since furniture plants are producing lines that command high prices rather than turning out radio cabinets. Manufacturers are compelled to make their own condensers out of brass, he added, because aluminum plants aren't providing material. Three set makers lost over a million dollars each the first half of this year, he said.

Prospects for FM

In outlining the history of FM and its prospects for the future, Mr. Dillard reminded that "FM is not purely an urban service. Its most useful coverage does not end at the city limits as most people think. A 20 kw station with an antenna 500 feet above average terrain using 20 kw effective radiated power will project a satisfactory rural type of coverage to a distance of 65 miles and will provide a signal of sufficient intensity to provide a primary service to any large city located within a radius of 31 miles of the antenna and transmitter site."

Meaning of FM

FM means Folding Money to the wholesale and retail electrical trade, says Everett L. Dillard, head of Commercial Radio Equipment Co., operator of W3XL Washington, FM independent. Addressing dealer members of the Electric Institute of Washington Wednesday, he said: "FM means Folding Money because FM offers the greatest opportunity in the history of radio to sell more and higher priced radio set units with less sales cost, or sales resistance."

Woll Conferring in Capital; AFM Wins Its Hotel Strike

STATUS of J. Albert Woll, U S. District Attorney for the Northern District of Illinois, in the case of U. S. vs. James Caesar Petrillo, charged in a criminal information with violating the Lea Act, remained a mystery last week, as Mr. Woll was summoned to Washington for closed conferences at the Dept. of Justice.

Meanwhile networks and stations throughout the country returned to normal late night dance band remote spots Wednesday night as AFM Local 802, New York, won its strike against New York hotels. Musicians returned to work with a 20% wage increase from 41 of New York's hotels. Others were expected to reach agreement shortly.

Settlement of the New York strike, which President Petrillo of the AFM had termed a "local affair" in which he was not concerned except to give moral support to his "boys," meant that hotels in a dozen other cities could have music once more and radio could again schedule remotes from those hotels. Mr. Petrillo had ordered musicians out of Kirkeby, Statler and Hilton hotels in cities across the country.

While the hotel situation, which affected radio indirectly, seemed settled, the Dept. of Justice was guarding with utmost secrecy its case against the music czar. All attempts by BROADCASTING to ascertain whether Mr. Woll would be replaced as prosecutor were met with, "Sorry, we can't tell you anything."

William Connor, Assistant District Attorney in Chicago, said the Government had been granted until Sept. 30 to file its reply brief to contentions of Mr. Petrillo's counsel that the Lea Act is unconstitutional [BROADCASTING, Aug. 19]. The original date was Sept. 19 but last week the Government requested an extension to permit the Dept. of Justice to study and revise a brief prepared by Mr. Woll.

Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee and author of the Lea Act which curbs the music czar's activities in radio, last summer wrote Attorney General Tom C. Clark, suggesting that to avoid any "suspicion," Mr. Woll should step down as Government prosecutor inasmuch as he is the son of Matthew Woll, second vice president of the American Federation of Labor, with which the American Federation of Musicians is affiliated.

In August when the AFL execu-

(*Continued on page 79*)

Links Tourney Set For NAB Sessions

Blind Bogey Planned During Chicago Convention

The BROADCASTING Trophy

ELEVENTH annual NAB golf tournament for the BROADCASTING Magazine trophy will be held Sunday, Oct. 20, at Acacia Country Club, in suburban Chicago. Large silver cup will be awarded the low net winner.

The coming tournament will be the first since 1942, when the last industry convention was held. The event was dropped during the 1943 and 1944 war conferences. No convention was held in 1945.

Entries for the tournament, which opens the six-day official NAB program, should be sent to Maury Long, BROADCASTING Magazine, 870 National Press Bldg., Washington 4, D. C. Mere notification of intent to participate is all that is required.

Blind bogey handicap system will be used, with six holes being chosen by the Acacia professional. Maximum handicap is 35.

Past winners follow:

1932—Dr. Leon Levy, WCAU Philadelphia.

1933—Jerry King, Standard Radio.

1934—Lewis Allen Weiss, Don Lee network.

1935—Carl Hammond, KMO Tacoma.

1936—Ross Wallace, WHO Des Moines.

1937—E. C. Pulliam Jr., WIRE Indianapolis, and Harry C Butcher, CBS Washington, tie.

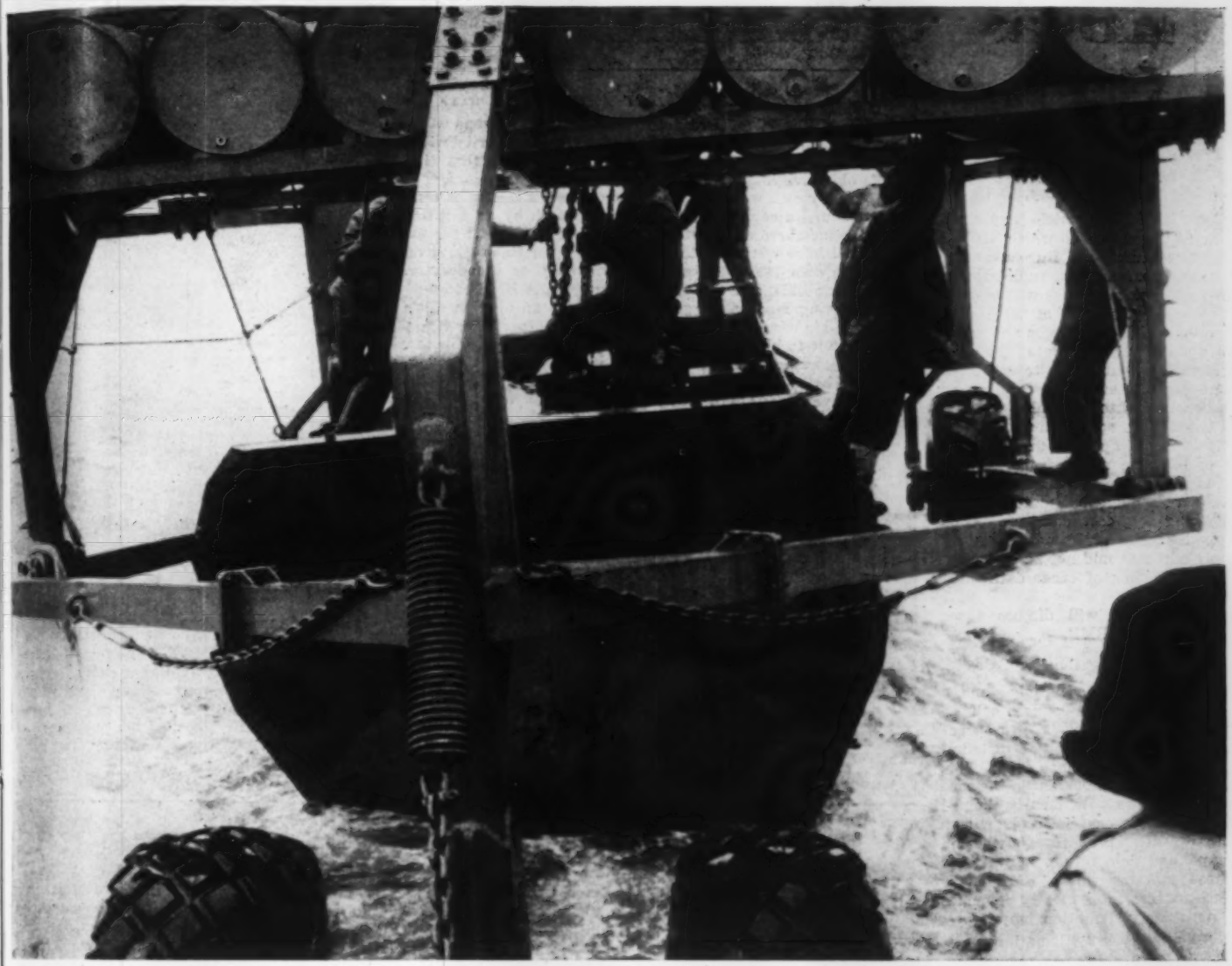
1938—No tournament.

1939—V. E. Carmichael, KWK St. Louis, and K. W. Pyle, KFBI Wichita, tie.

1940—Sherwood Brunton, KJBS San Francisco.

1941—Paul Raymer and Pierce Romaine, Paul H. Raymer Co., tie.

1942—L. Waters Milbourne, WCAO Baltimore, and Don Stratton, WTAM Cleveland, tie.



Geeheebee

That was one of the most versatile gadgets during the war. The Army engineers used it in construction work... such as earth clearing for airfields, camps and cantonments. The Navy put oil drums on top to float it ashore ...then used it to lift boats and barges and as a movable drydock. It was nicknamed the Geeheebee.

Quite a gimmick. It's almost as sure fire as a certain radio station we know about.

Because it's a fair statement to say that W-I-T-H, down here in Baltimore, has done an earth-turning and drydocking job for many an advertiser who needed sales help.

It's a fact that W-I-T-H, the successful independent in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town. Check that station list again before you initial it. W-I-T-H belongs on it . . . just on facts alone.

W·I·T·H

and the F M Station W3XMB

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

BMB as a Yardstick for Distribution

Three More Values For BMB Cited By Frank

By PHILIP FRANK
Executive Secretary, BMB

LAST WEEK's article explained briefly the form in which Broadcast Measurement Bureau's uniform measurement of radio station and network audiences will be published and three of at least nine uses to which advertisers and agencies may put this data: To help determine what media to use for a campaign, to evaluate stations and networks and to determine the best way to reach specific markets. Advertisers and agencies are now putting to these and more uses even today's so-called circulation, coverage and audience material and working out cost comparisons on the basis of information which they admit should not be compared —but for lack of other data must be used.

This article will discuss three more uses of BMB.

Matching Distribution, Sales

Radio is both a national and a local medium and lends itself to purchase on the basis of a product's actual or potential distribution or sales in various areas. This is particularly important in the case of advertisers with clearly defined distribution areas. Such advertisers might well prepare distribution maps and select that network or those stations whose BMB audience pattern most closely coincides with their distribution maps.

An advertiser with national distribution but uneven sales may prefer to use an average of several past years' sales as a yardstick rather than a more recent distribution breakdown, setting sales levels either on the basis of dollar sales or per capita sales.

Still another method is to use total sales of the product rather than of the advertiser's particular brand, on the assumption that product sales represent a closer approximation of brand sales potential. In any event, if the product has a national sales potential the advertiser can prepare a map and see which network's audience map most closely resembles the sales map.

The advertiser can use the same method in his spot campaign, with even greater flexibility, localizing advertising pressure where needed.

Where detailed distribution and sales figures are lacking, the advertiser of a product with predominantly urban or rural appeal may buy time with a view to getting particularly good BMB penetration in cities or rural areas as the case may be.

Or, reversing this policy, the advertiser may seek good penetration where his sales are weakest with a view to bolstering them, counting on a minimum audience penetration to hold his sales where they are already strong.

Almost all radio advertisers use other media and can enhance the value of their entire advertising campaign by the coordination of media. Similar breakdowns are made of magazine and newspaper circulation to evaluate strong and weak points.

Supplementing Media

It has already been pointed out that no network is likely to perfectly match sales or distribution. BMB will indicate where network audience penetration is inadequate to meet the local need and therefore where supplementary spot broadcasting is called for.

And, having determined the places where spot is needed, BMB can help in the next step, the partial evaluation of the most suitable station in each of these areas. In places where sales are good but network audience penetration is indicated by BMB figures as not up to the percentage requirement designated for the particular campaign involved, an additional station with greater penetration can be considered. Then all factors, such as available time, general programming and competitive programming must be weighed before making the decision.

The advertiser can even go a

(*Continued on page 24*)

FURTHER values of BMB are described by Mr. Frank in this, the second of his three articles on utilization of the Bureau's services. In the previous piece [BROADCASTING, Sept. 16], the writer elaborated upon choice of media for a campaign, evaluation of stations and networks and the best way to reach specific markets.

An Advertiser Analyzes BMB

TWO ASPECTS of Broadcast Measurement Bureau strike me as particularly significant. (1) The complete objectivity with which it operates and (2) The acceptability of its findings, that derives from this objectivity.

In my own work as a member of the BMB finance committee, I have found a completely objective approach by all my fellow committee members and those of other committees and the board with whom I have worked. I think the reason for this is that each of us has his own job as an advertiser, agency or broadcaster and we look upon BMB as a tool to use in our jobs. A BMB committee member, having made a suggestion or voiced an opinion, feels free to change his mind if a better alternative is offered, for it is far more important to him that he should have the best possible station and network audience measurement to use in his own job than that he should be able to gratify his ego.

I have never heard a dogmatic statement made in a BMB meeting. That, to my mind, is its great strength.

And that is the reason why even today, before its findings are published, BMB has won the acceptance of the advertising industry. So long as BMB maintains this attitude of objectivity and self-examination advertisers can rest assured, not that BMB is a perfect measurement, but that it is the best available at the time and at a cost within the ability of broadcasters to pay. To paraphrase a well known slogan: When better BMB's are built, BMB will build them.

LOWREY CRITES,
Comptroller of Advertising,
General Mills.

World Conference Invitations Issued

U. S. Names Delegates To Five-Power Meeting

INVITATIONS for a World Telecommunications Conference to open April 15, 1947, "in or near Washington, D. C.," have been presented by the U. S. legation in Switzerland to the director, Bureau of International Telecommunication Union, Bern, State Dept. announced last week.

Mr. deWolf

At the same time the State Dept. made public the names of 14 delegates and seven aides to the Five-Power Preliminary Telecommunications Conference opening Saturday (Sept. 28) in Moscow, and announced that the U. S. is resuming normal notification of radio frequencies to the Bern Bureau effective Sept. 16. Notifications to the ITU were discontinued in September 1939 when World War II began.

Headed by Francis Colt deWolf, chief, Telecommunications Division, State Dept., the U. S. delegation to Moscow was to leave Washington early this (Monday) morning by plane. Although State Dept. officials anticipated that the conference would consume no more than three or four weeks, Moscow officials expressed the view that at least six weeks or two months would be needed to get through the agenda.

Protest Seems Sure

The United Kingdom was almost certain to protest use by Russia of the 580 kc channel for Soviet Latvia, which began operations Sept. 14 just 15 days before the British Broadcasting Corp. had announced it would inaugurate a new Program C "high-brow" schedule over a 120-kw station at Doitwich [BROADCASTING, Sept. 2]. Although power of the Soviet transmitter—constructed at Riga since the war ended—has not been made known, the Moscow radio said Soviet Latvia is one of the biggest stations in the U. S. S. R. and would be heard throughout the Soviet Union and Europe.

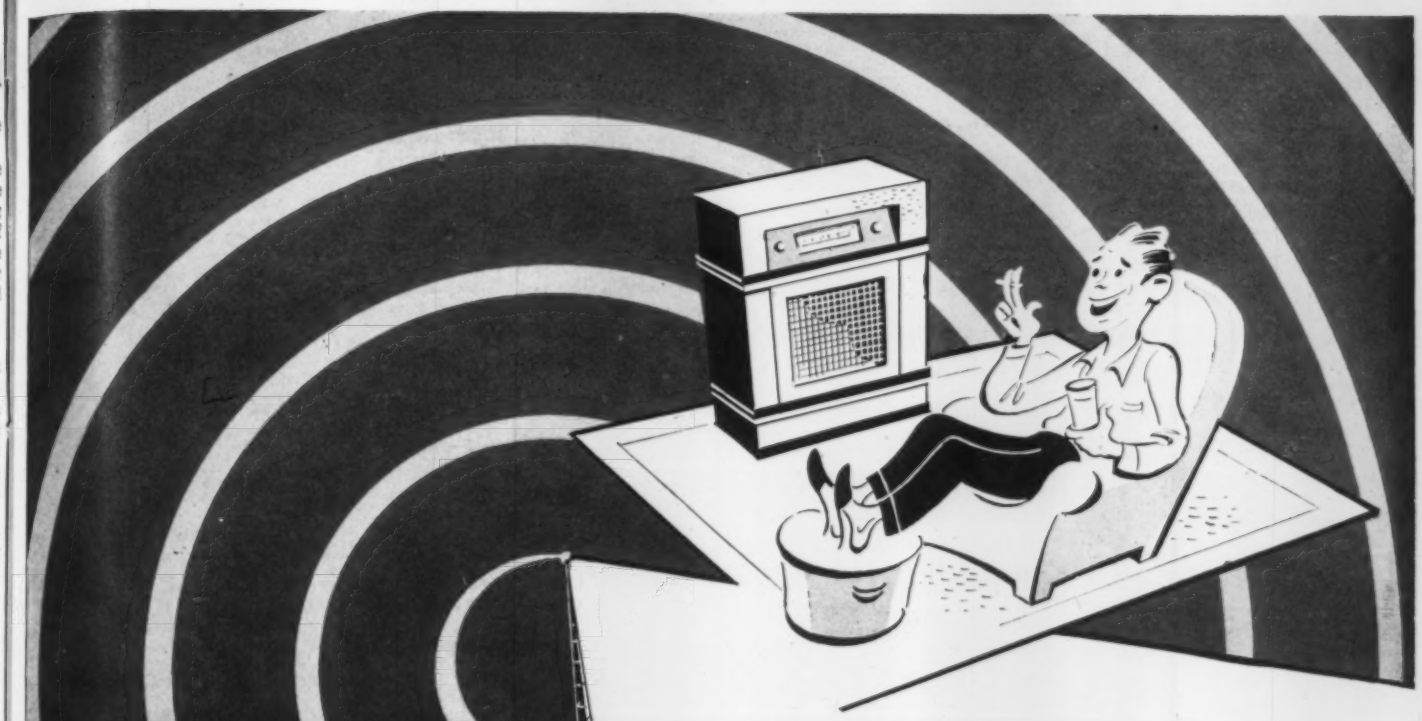
While BBC had announced that the 580-kc channel (514.6 meters) would be used for Program C, reliable reports from London last week indicated that Britain was planning to use the frequency also for programs in the Russian language, designed to appeal to the Soviets.

Mr. deWolf declined comment on the Soviet-British fight over the frequency, saying it was strictly a European problem and not one for general discussion of other nations. It was learned authoritatively, however, that British delegates to the Moscow conference were considering making representations.

While the Moscow conference will take no affirmative action on any telecommunication subject, plans for the World Telecommunications Conference called by the U. S. are expected to be completed. This country plans to call an engineering conference about the first of the year, preliminary to the plenipotentiary meeting, other nations agreeing. It was pointed out that engineers of various countries could formulate recommendations to be presented to the general assembly.

Site of the world conference has not been definitely determined. State Dept. wanted it to be White Sulphur Springs, W. Va., but hotels in that resort spot were reluctant to tie up their facilities for a long period. It is expected that the

(*Continued on page 76*)



Sound makes no noise unless there is an ear to hear it

Science tells us that sound waves must strike an ear before they are translated into noise.

Common sense tells us that an advertising message broadcast by radio must be heard by radio listeners before it can be translated into sales results.

Your advertising message on KNOW is heard by more than twice as many potential customers in the rich Austin area as would hear it on Austin Station "B". (Overall Hooperatings: KNOW 43.6, Austin Station "B" 16.7).

Include KNOW in your next campaign. You'll find that KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.

Radio Station—

KNOW

AMERICAN • MUTUAL • TEXAS STATE NETWORK

WEED & COMPANY, Representatives

New York, Boston, Chicago, Detroit, Hollywood, San Francisco

Corwin to Antipodes

NORMAN CORWIN, now on the last leg of his around-the-world trip in search of "areas of agreement," headed for the Philippines from Japan Sept. 12. Mr. Corwin, CBS radio writer who will do a series of 10 broadcasts based on the trip after his return Oct. 15, has yet to visit Australia, New Zealand and Hawaii. "The sentiments of the people," according to Mr. Corwin, "are not those expressed by their statesmen."

P&G Signs CBS

PROCTER & GAMBLE Co., Cincinnati (Camay soap) Oct. 5 begins sponsorship of *This Is Hollywood* with Hedda Hopper as m. c. on CBS, Sat. 10:15-10:45 p.m. The broadcasts will originate from KNX Los Angeles. Agency is Pedlar & Ryan, New York.

Kay Daumit on 11

KAY DAUMIT Inc., Chicago, for Lustre-Creme Shampoo, Sept. 26 starts sponsorship on 11 stations of *Here Comes Harmon*, Criterion Radio Features package. Dealer tie-in includes distribution of printed football forecasts by Tommy Harmon on 150 grid contests. Shows are to be broadcast Thursday and Friday on WIND WNEW WJLB WHK WHIO WGBS KCMO KSD WFBR WGST KLOL. Contracts are for 13 weeks, placed by Kuttner & Kuttner, Chicago.

Newsmen Honored

THE CINEMA LODGE, B'nai B'rith, today, Sept. 23 pays tribute to the Association of Radio News Analysts at the Hotel Astor, New York. News commentators and analysts will be cited for "consistently maintaining the principles of free speech and discussion within the ideals of true democracy and for their fair and effective reporting of issues involved in the affairs of world minorities." Lowell Thomas, NBC commentator and vice president of the association, will be presented with a special scroll by the Cinema Lodge.

Ralston Renews

RALSTON PURINA Co., St. Louis, through Gardner Adv., that city, has renewed *Checkerboard Jamboree* on MBS Sat. 12 noon-1 p. m. (CST), effective Oct. 5. Contract is for 52 weeks.

FIRST FLIGHT video programs on film left ABC in New York Sept. 10 for BBC in London. Picture shows Stephen Fry, BBC director of program operations in New York, handing container of films of Detroit's Automotive Golden Jubilee and Minneapolis' Aquatennial (both coverages produced by ABC for video use here under sponsorship of United States Rubber Co.) to airline hostess to the evident satisfaction of Bernard Pearse, ABC video special events director.

Crosby Discs Reported Ready for CBC Airing

PHILCO CORP. of Canada, Toronto (Philco receivers), is planning to air Bing Crosby recorded program on CBC Dominion network, starting Oct. 1. Agency is Hutchins Adv., Toronto. Final decision had not been made as BROADCASTING went to press.

If deal is completed it would mark change in CBC policy which to now has frowned on recorded commercial programs on any of its networks, except delays to regional networks such as Pacific Coast. There are no CBC regulations against use of commercial recordings as a network and it is understood that CBC would consider other recorded programs of equal merit for network sponsorship if other Canadian or American advertisers planned such broadcasts.

Rumor attributed a change in CBC regulations to accommodate the Crosby recorded program, but CBC officials pointed out that no regulation bars a recorded show from going on a network. There is a regulation barring controversial broadcasts being recorded and aired simultaneously on a number of stations so as to appear as if a network broadcast when such a network broadcast has not been permitted.

Workshop Resumed

RESUMPTION of employes radio workshop at KNX Hollywood took place last week (Sept. 16), under guidance of Maurie Webster, CBS Western Division assistant production manager; Norman McDonald, producer; and Peter Robeck, farm news editor. All are alumni of group which was interrupted by war. Eventual KNX time allottment is planned according to Donald W. Thornburgh, CBS Western Division vice president.

NATION'S MIGHTIEST BUYERS

ONE COLUMBIA STATION SERVES THEM ALL!

KQW SAN FRANCISCO

Of the nation's fifteen largest cities San Francisco is *first*, highest in per capita buying power . . . according to Sales Management's authoritative annual survey.
And where there's money to spend, people like to spend it . . . like you . . . like me.

KQW is the *only Columbia* station serving San Francisco.

KQW is the *only Columbia* station serving the important 14 county San Francisco-Oakland Bay Market—2½ million people—and, at less cost.

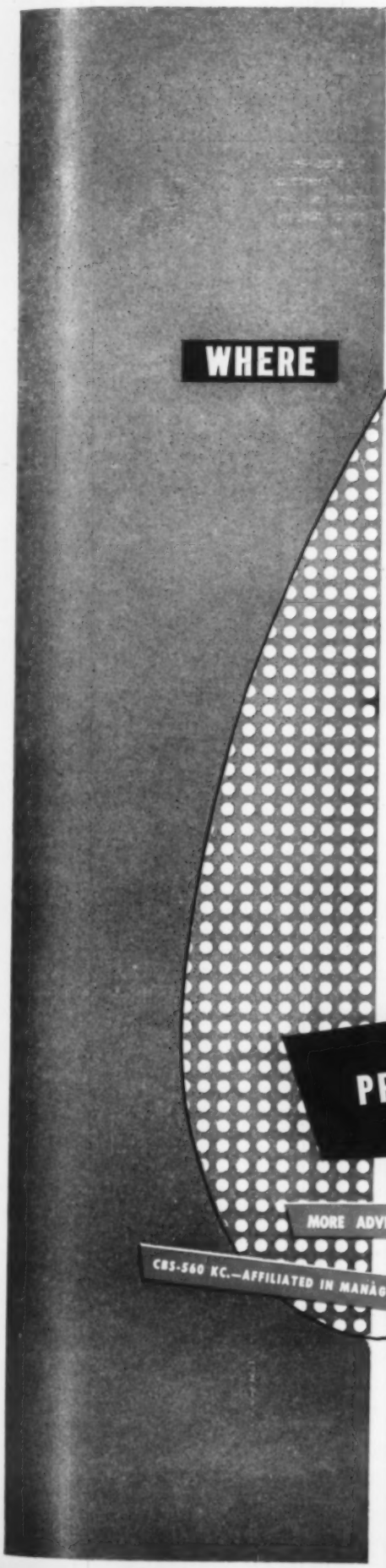
Pacific Agricultural Foundation, Ltd
San Jose, California

KQW

740 on your dial
San Francisco Studios
Palace Hotel

EXCLUSIVELY ★
Delivers the *Columbia* 14 County
San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.



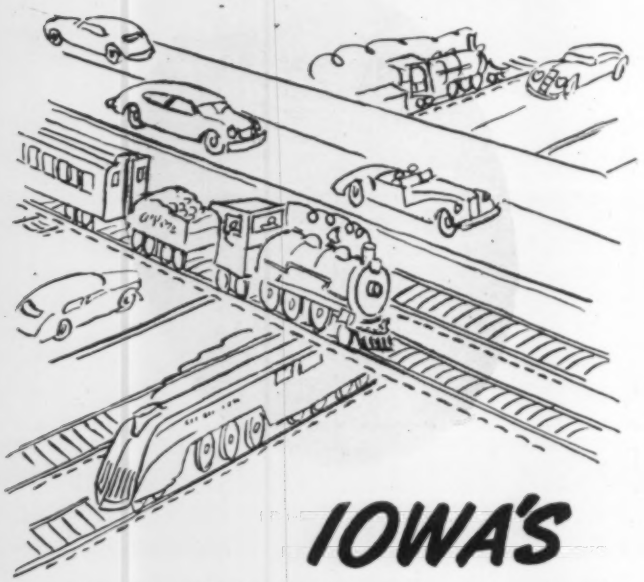
WHERE

KLZ Denver

PROVES ITS SELLING POWER....

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS-560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY



IOWA'S
paved highways* and railroads* cover the state completely! and—

WMT will cover the rich agricultural-industrial Eastern Iowa market for you SOLIDLY!

*5514 miles of paved highways place Iowa among the "top" five states in concrete highway mileage—her 9000 miles of railroads is exceeded only by Texas and New York.

IOWA'S FINEST RADIO FREQUENCY

Represented by KATZ Agency Member of MID-STATES Group

BMB

(*Continued from page 20*)

step further. As between two stations with the proper BMB penetration in the local market, the audience of one may extend further afield than that of the other. The one station's BMB audience in the outlying areas may be measured against the audience requirements in those areas and against what may be the higher cost of that station.

BMB can also be used to help tie in radio with other forms of advertising. The advertiser using newspapers whose circulations are concentrated in city zones, but who desires to develop sales in outlying areas, may select radio stations whose audiences are chiefly in rural areas. Should the reverse be desired, if farm papers or billboards in outlying areas are used, stations may be selected whose audiences are concentrated in urban centers.

Allocating Radio Costs

BMB will help advertisers and agencies to allocate the costs of radio advertising more fairly to each sales district, an important consideration in winning approval and support for the radio campaign from all levels of the advertiser's sales organization.

If a close correlation exists between each sales district's sales and its BMB audience, costs may be allocated entirely on the basis of BMB. For example, let us assume that the particular station lineup being used represents a total BMB audience of 20,000,000 and time and talent costs run to $1,000,000. That comes to five cents per BMB family and each sales district is assessed accordingly. This illustration is based on allocating half the advertiser's cost on the basis of BMB and half the cost on the basis of sales. The agency might, however, allocate a larger or smaller percentage on the basis of either of these two factors.

But usually sales are a factor in allocating costs. A sales district with a particularly high BMB may have a new dealer whose sales are low. That sales district would be unable to bear the cost if allocation were made strictly on the basis of BMB.

Where sales and BMB must be taken into consideration, the allocation of radio costs is also simple.

Continuing the example already used, let us assume a 20,000,000 BMB audience, total sales of $10,000,000 and total radio costs of $1,000,000.

As has already been pointed out, cost allocation strictly on a BMB basis comes to five cents per BMB. Allocating costs strictly on a sales basis would come to ten cents per dollar of sales. But using these values would run the total allocation up to a total of $2,000,000 rather than $1,000,000, since each sales district would be assessed the full cost of the radio campaign on the basis of BMB audience and again on the basis of sales. So the values are halved and each sales district is assessed .025 per BMB plus .05 dollar of sales.

If a sales district has a BMB of 20,000 families it is assessed 20,000 x .025 or $500. And if that same sales district accounted for $15,000 in sales it is also assessed 15,000 x .05 or $750 for a total assessment of $1,250.

BRAILLE SCRIPT is used by 25-year-old LeRoy Jenkins, in announcing the daily Baker's Best hair tonic program on WBAP Fort Worth. The blind youth has a secretary read to him the commercials and cues for each show and he transcribes them in braille. Mr. Jenkins also sings and plays the guitar and with the aid of his friend, Roy Acuff, has had several songs published. He started in radio two years ago at KFYO Lubbock, Tex., later working at KRBC Abilene before joining WBAP.

Agency Quotes Hoover On 'This Is Your FBI!'

IN A letter distributed to ABC network affiliates, Warwick & Legler quoted J. Edgar Hoover, director of the FBI, as saying *This Is Your FBI!* is the only true radio mirror of the FBI's activities. Warwick & Legler is the agency handling *This Is Your FBI!*, Friday, 8:30-9 p. m. on ABC for the sponsor, The Equitable Life Assurance Society of U. S.

Mr. Hoover said, "*This Is Your FBI!* is the only network radio program depicting the activities of the Federal Bureau of Investigation which is based on the official records of the FBI and which is produced with its cooperation and approval."

More Jap Listeners

RADIO listening licenses were issued to 47,255 in June by Broadcasting Corp. of Japan, compared to 43,812 issued in May, according to a July report on U. S. military government in Japan released by Gen. Douglas MacArthur. Radio is cooperating in program to revive interest in sports of democratic nature to replace militaristic sports.

Good Pickin'

When you pick WAGA for your list it's "good pickin" because it assures you the *maximum response* to your sales message in Atlanta.

With 5000 watts on 590 kilocycles, timely programming and aggressive promotion, WAGA is the "pick of the crop" in the South's Number One Market . . . Atlanta.

Proof of the success of WAGA is in the fact that no other Atlanta station has made such progress in popularity during the past three years.

WAGA

ATLANTA

5000 watts on 590 kc *American Broadcasting Company*

Represented by Headley-Reed

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

NAB OCTOBER 21 CONVENTION ISSUE

DEADLINE OCTOBER 1

RADIO, under wraps (except for exemplary wartime service) these past few years, hasn't had a full-fledged convention since Pearl Harbor.

Now war-shortages and rationing are about over. The biggest NAB convention (estimated attendance—2,000) comes up October 21-24 to take a quick look back and a studied look ahead.

For the biggest and most far-reaching NAB convention, BROADCASTING has planned its biggest, most informative Convention Issue. Plus pre-convention news up to the opening gavel, this issue will contain by-lined features by many who wrote the past year's radio headlines. Articles cover: economics of station operation; whither AM, with FM and television as co-arts; trend toward clock-time broadcasting; radio and the retail store; markets and station capacity; station construction costs; who's applying for what, where. This issue is the first post-war *MUST* as reference for all on both sides of the microphone.

Headline by-liners include: W. B. Lewis, Kenyon & Eckhart; Hon. Charles R. Denny, Jr., Acting Chairman, FCC; Judge Justin Miller, president, NAB; Leo J. Fitzpatrick; Sydney M. Kaye, vice president and general counsel, Broadcast Music, Inc.; Hon. E. K. Jett, member, FCC; DeQuincy V. Sutton, former head broadcast accountant, FCC; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and others who have contributed to moulding policy in development of radio programming, economics and techniques.

YOUR advertising in the NAB Convention Issue will reach top men in the field most important to you. Write or wire or call collect.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

DEADLINE: week of October 1

Regular rates and sizes prevail

Circulation: 12,500 guaranteed with additional 2000 distributed at convention

CALL, write or wire collect:

Advertising Department
Broadcasting Magazine
National Press Building
Washington 4, D. C.
MEtropolitan 1022

Special Broadcasts Planned In Honor of CBC's Ten Years

SPECIAL PROGRAMS Nov. 2 on the Canadian Broadcasting Corp.'s Trans - Canada, Dominion and French networks will mark the 10th anniversary of the CBC as the publicly owned national broadcasting system. Announcement of the CBC anniversary plans was made at Ottawa by A. D. Dunton, CBC chairman of the board of governors.

One series of half-hour feature broadcasts starting Oct. 4 will present the story of 10 years' progress in national radio, Mr. Dunton said. "This series of special anniversary programs is a progress report to the listeners, who are shareholders in the national radio system," he stated. Special musical programs, talks, dramas, and exchange programs from the BBC and American networks will round out the 10th anniversary presentation. CBC will issue a free illustrated booklet to listeners, outlining the background, functions, and operations of the CBC.

The CBC was established on Nov. 2, 1936, succeeding the Canadian Radio Broadcasting Commission, operates under the Canadian Broadcasting Act, 1936, by which it was given regulatory powers over all broadcasting in Canada.

Mr. Dunton said that when the CBC took over control 10 years ago, "the national radio network in Canada was made up of eight publicly-owned or leased stations and 14 privately-owned stations, operating network service for 6 hours on weekdays and 8½ hours on Sundays." A survey showed that this network "gave effective service to only 49% of Canada's population, mostly in urban centers."

Three Networks

Mr. Dunton further stated "today, the CBC operates three networks: The Trans-Canada and Dominion, serving English-speaking listeners from coast to coast, and the French network, serving French-speaking listeners in Quebec. The Trans-Canada and French networks operate 16 hours a day, and plans are underway for increasing service on the Dominion network, which now broadcasts only in the evenings." The three networks, made up of 10 CBC-owned and 70 privately-owned stations, now bring network coverage to 96% of the radio homes in Canada.

On behalf of the Dominion government, the CBC built and operates powerful shortwave transmitters at Sackville, N. B., by which "the voice of Canada" is carried to many parts of the world. Shortwave receiving stations are maintained at Dartmouth, Ottawa, Toronto, and Vancouver for picking up overseas programs for rebroadcast in Canada.

Mr. Dunton said future CBC plans called for further expansion of domestic network coverage, and continued efforts to improve Canadian radio programs. He said CBC is well aware of its responsibility to provide an active and stimulating force in the growth of Canadian unity and culture, and has "contributed greatly and will continue to contribute to the development of new tastes and new ideas among Canadians."

HEARST FM GRANT ANNOUNCED BY FCC

CONDITIONAL GRANT for Hearst Radio Inc. for a new FM station at Milwaukee and regular FM construction permits for four conditional grantees were announced by FCC last Monday.

Commissioner Clifford J. Durr was recorded as voting for hearing on the conditional grant to Hearst Radio and on the issuance of regular permits to KOCY Oklahoma City and WROL Knoxville, Tenn.

The grants, authorized Sept. 15, were all for class B stations, and all but one went to applicants with AM station interests.

Hearst Radio's broadcasting interests include WISN Milwaukee. The conditional grant for an FM affiliate is subject to engineering conditions.

Applicants moved from conditional to regular permit status were the following, with AM interest shown in parentheses (power is effective radiated power; antenna height is height above average terrain):

Plaza Court Broadcasting Co. (KOCY), Oklahoma City, Okla., Class B, 98.5 mc (Channel 253), 176 kw, antenna 888 feet; KALE Inc. (KALE), Portland, Ore., Class B, 96.1 mc (No. 241), 250 kw, 1,140 feet; Bradford Publications Inc., Bradford, Pa., Class B, 97.1 mc (No. 246), 2.7 kw, 531 feet; S. E. Adcock (WROL), Knoxville, Tenn., Class B, 93.1 mc (No. 226), 76 kw, 535 feet.

KXLW Plans Start

NEW AM STATION granted Sept. 12 for Clayton, Mo., a 1-kw daytime outlet on 1320 kc, will go on the air by about Dec. 1, President Guy Runnion estimated last week. He said approximately 40 employes would be hired to staff the station, which will use the call letters KXLW. The grant went to St. Louis County Broadcasting Co., of which Mr. Runnion owns 88% of common stock. Mr. Runnion, former director of news of KMOX St. Louis, is now devoting full time to KXLW.

Local In Kentucky To Begin Sept. 25

WKAY Glasgow Is Managed By William Vaughan

COMMUNITY service and news will be stressed by WKAY Glasgow, Ky., which takes the air at 2 p. m. Sept. 25, according to William Vaughan, general manager. WKAY is the first station in Glasgow, a town of 10,000 without a daily newspaper.

Mr. Vaughan

Owned by the Glasgow Broadcasting Co., made up of local business men and headed by Gordon Brown, president, WKAY will operate on 1490 kc with 250 w fulltime. Station will use United Press Radio Wire and World Broadcasting Co. transcription service. Mrs. Nellie B. Vaughan, mother of the general manager, is program director. Edward C. Lockwood, formerly of WLW Cincinnati, is chief engineer.

25 Sponsors

WKAY begins operation with 25 sponsors. Several more have tentatively agreed to take time, according to Mr. Vaughan. Station has arranged to carry the World Series, sponsored by Gillette Safety Razor Co., on a sustaining basis as a public service, Mr. Vaughan said.

Mayor Sewell Harlan of Glasgow will throw the switch that puts the transmitter on the air. Sen. Alben W. Barkley (D-Ky.) and the Kentucky Congressional delegation have been invited to participate along with the civic leaders of Glasgow and surrounding towns.

Mr. Vaughan is widely known among radio commentators, having served as assistant superintendent of the Senate Radio Gallery several years, later as acting superintendent of the House Radio Gallery while Superintendent Robert Menaugh was on Army duty as a major, and then as first superintendent of the House Periodical Press Gallery, a post he resigned to become general manager of WKAY.

Studios and transmitter are housed in a new concrete building just outside Glasgow's city limits. Construction was begun in April just before the building freeze.

Co-Ops Add 15

FIFTEEN new sponsors have been added to the eight co-operative shows on ABC. Harry Wismer added five sponsors on five stations, *Powers Charm School of the Air*, *Headline Edition* and *Ethel & Albert* each added two sponsors on two stations and John B. Kennedy, *Baukhage Talking*, Walter Kierman and Swing-Davis each have added a sponsor.

Here it is 10

BT-4-A

Achievement in high-power, air-cooled FM transmitters

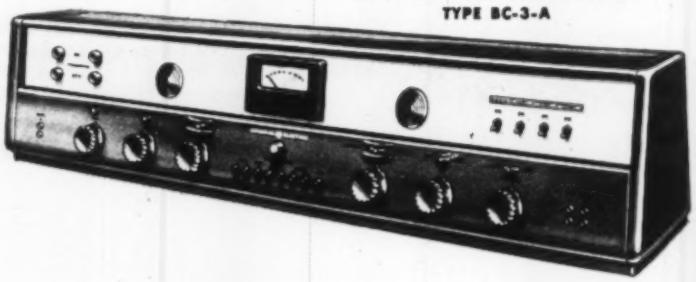
ADVERTISER and audience winner, here is the completely self-contained 10-kilowatt FM transmitter that sets new standards of broadcasting for Class B services.

Combining high power with new advancements in circuit stability, program fidelity, and equipment reliability, type BT-4-A—with its Phasitron modulator—has every electrical and mechanical feature required by experienced broadcasters.

See your G-E broadcast sales engineer for the facts or write the *Electronics Department, General Electric Company, Syracuse 1, N.Y.*

FINGER-TIP CONTROL FOR YOUR TRANSMITTER – Put your transmitter on the air—control your audio, monitoring, and power circuits—switch tower lights on and off—turn on sleet melters—from *one convenient point* with a G-E Transmitter Control Console. Write for descriptive folder.

TRANSMITTER CONTROL CONSOLE TYPE BC-3-A



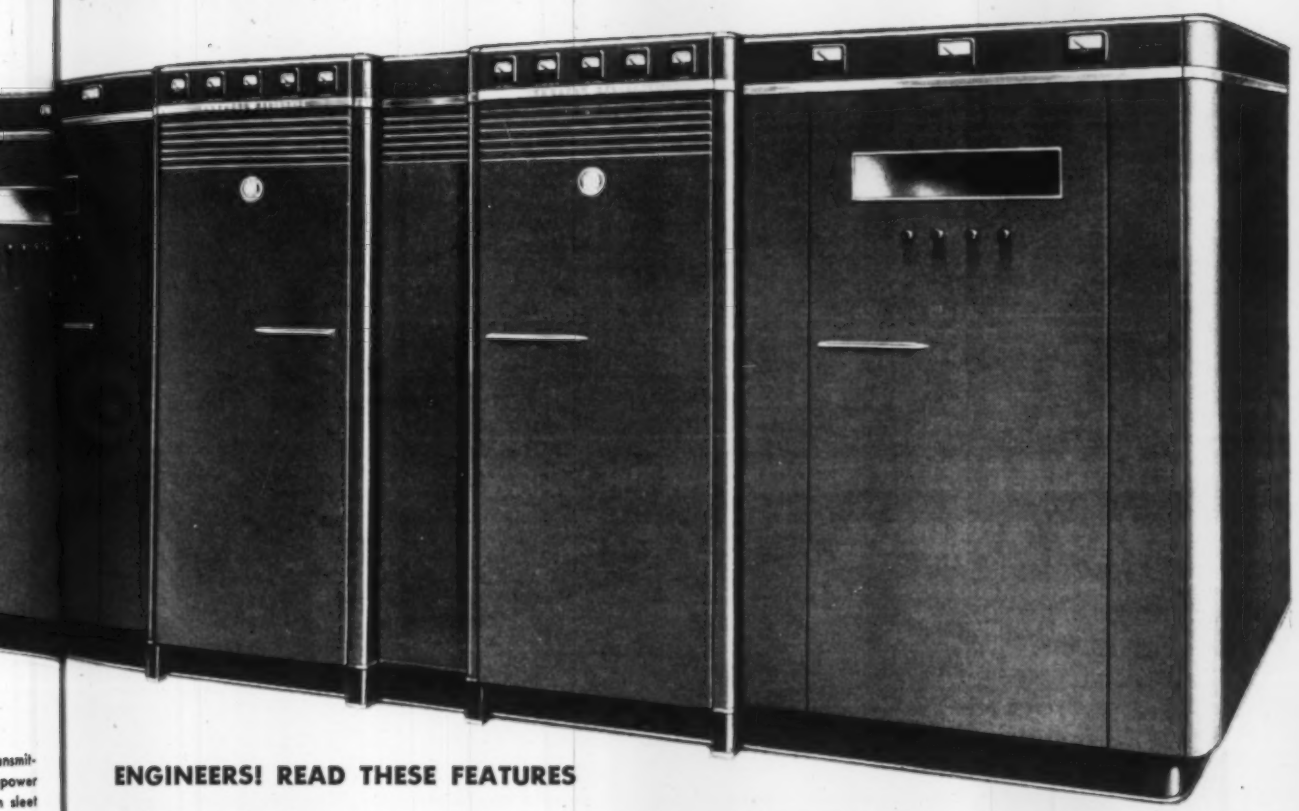
Have you placed your order yet?

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-E9-6914

kilowatts of FM



ENGINEERS! READ THESE FEATURES

● ***Phasitron Modulator*** — The *simple all-electronic* system with the G-E Phasitron tube • Produces a ±75-kc swing at output frequency with a frequency multiplication of only 432 • No frequency conversions • No spurious responses • Direct single-crystal control *independent of modulation.*

● ***Basic Circuit Features*** — Completely self-contained • Plate transformer and power equipment located inside cabinet • Clean-cut design • Only 43 tubes in complete transmitter (17 r-f tubes, 2 a-f tubes, 24 rectifier tubes) • Air-cooled tubes throughout • Grounded-grid high-power amplifier using new air-radiator GL-5518 triodes. • Minimum number of components and tuning controls • Direct crystal control with one crystal • Provision for circuit extension to control desk • Better power factor, lower power bills • Fully meets all FCC and latest proposed RMA standards.

● ***Block-Build to 50 KW*** — The G-E 10-kw FM transmitter includes a G-E 250-watt FM exciter and a G-E 3-kw FM amplifier • If you already have a G-E 250-watt exciter, add a 3-kw and a 10-kw amplifier • If you have a G-E 3-kw transmitter, add a 10-kw amplifier • For 50 kw, add a G-E 50-kw amplifier to the G-E 10-kw transmitter • No expensive equipment duplication • No obsolescence • No redesigning.

● ***Program Protection*** — Automatic and instantaneous reclosures on plate-circuit overloads and momentary power failures • Supervisory indicator lights throughout • Power input circuit breaker with high power-interrupting capacity • Instantaneous Delta-Wye switching for "high-low" power operation without program interruption • Individual filament-voltage control of power amplifier tubes for maximum life.

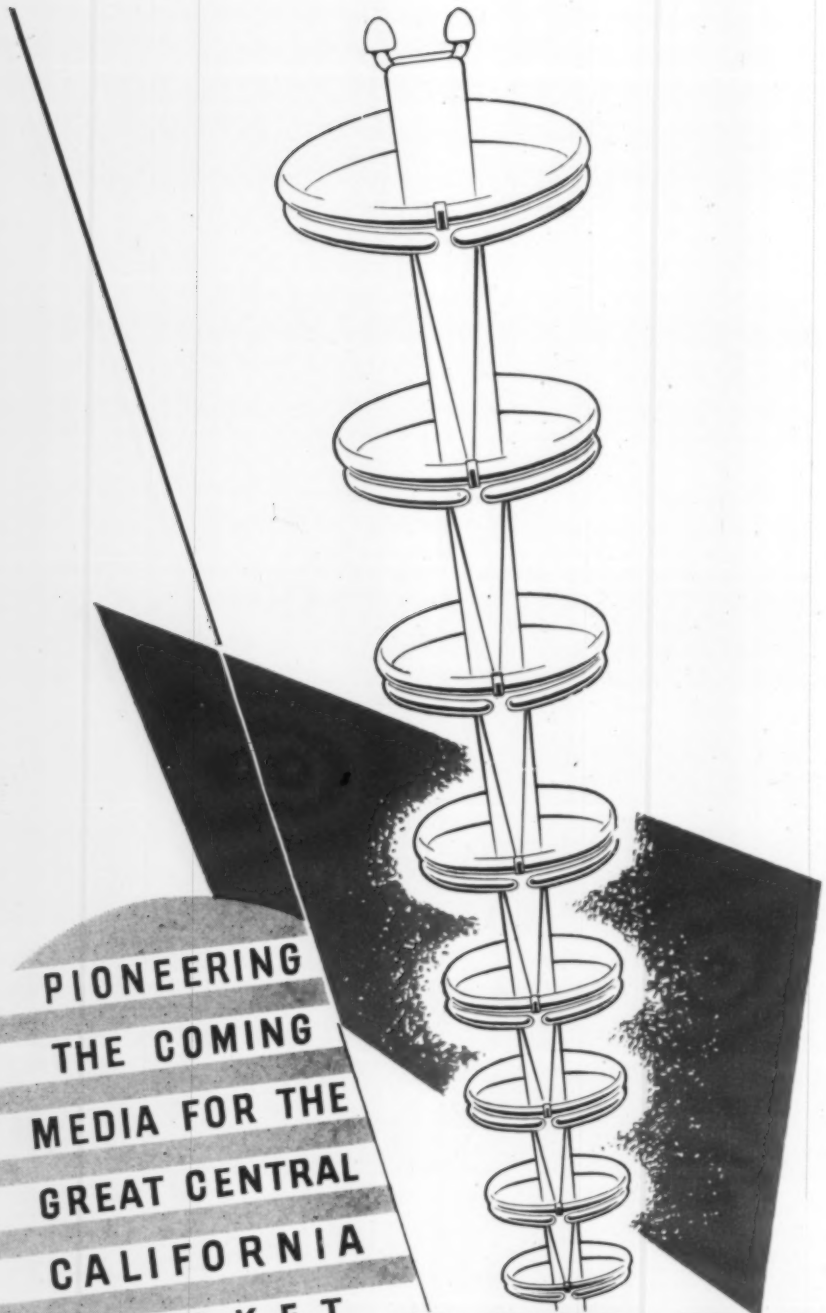
● ***Easy-to-get-at*** — Full length front and rear doors for "reach-in" accessibility • Plenty of room to work • Vertical chassis construction • Demounts into separate units that will go through standard 36" doorways and fit into freight elevators • Overall size only 75" high, 178" long, 38" deep.

● ***Safe*** — Positive electric interlock and mechanical grounding systems throughout • No oil-filled apparatus • No need for fire-proof vaults • Low line-supply voltage, 208/230 volts.

➡ ***YOURS FOR THE ASKING*** — Write today for a copy of the new specifications on the G-E 10-kw FM transmitter.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*



PIONEERING
THE COMING
MEDIA FOR THE
GREAT CENTRAL
CALIFORNIA
MARKET

A RODMAN RADIO STATION

REPRESENTED BY JOHN BLAIR & CO.

KRFM

FRESNO

70 KW

NOW ON THE AIR
WITH TEMPORARY
LOW POWER

Commercial Radio for India Is Seen

JWT Calcutta Head Predicts Advent In Few Years

COMMERCIAL radio will invade India. It's now virtually as certain as the country's independence, according to Peter de Peterson, vice president in charge of J. Walter Thompson Co. Calcutta office, who arrived in this country last week for two months.

Recognizing that commercial radio would not come simultaneously with independence, he felt it would surely develop within a very few years. Visiting this country for the first time, he spent better part of last week observing American radio from a Hollywood production standpoint as well as film industry operation.

As a member of J. Walter Thompson Co. organization for 18 years, he has seen service in London, Paris, Berlin and Holland as well as India. With evolution of an independent Indian government, he saw an end of AIR (All India Radio) which received its basic charter from British Broadcasting Corp.

Widespread Illiteracy

Radio is greatest potential advertising medium in India because of nation's illiteracy, according to Mr. de Peterson. Of the nation's 400,000,000 people only 30,000,000 are literate in one language. Although education is a commendable objective, he feels immediate sales results can best stem from use of radio.

Accepting radio's sales power, even it would not be too all powerful with an estimated existing ceiling of 300,000 sets. Commercial radio has untold possibilities in India, BROADCASTING was advised, but its obstacles are formidable, Mr. de Peterson believes. For one, present facilities number only eight stations within the country.

Commercial radio has been sought in that sector of the world for several years, he said. One attempt was made by Lever Bros. in collaboration with tobacco interests. They sought to obtain time in Burma by providing every sizable village with a loud-speaker. In return they sought to have the Burmese Government allow import of equipment duty free and grant participating interests two hours daily free. The war broke this down, he stated.

Further Attempts

Further efforts he said had been attempted by J. Walter Thompson Co. through negotiations with leaders of Indian provinces, not within British India. To date none of these plans has materialized. But he indicated that agency thinks highly enough of the area to be sending some of its top radio personnel there from this country in the near future.

Elaborating on this, he said that the agency will send some of its radio specialists to many foreign areas. In addition he said that the Indian government will likewise be seeking American talent in building the country's industry. He said salaries might not seem high but felt they would be adequately attractive.

Domestically he believes that Indian talent is non-existent. What talent there might be is discouraged by salaries. Going subjective he cited his salary for a ten minute dramatic review which netted him 50 rupees, or approximately $18. His wife, who is travelling with him, offered her experience as a vocalist on a 15-minute spot for 25 rupees. Sensing the humor of these wages, Mr. de Peterson quickly added, "I'm not inferring either of us are worth more."

American radio brought to India by AFRS has turned the taste of all population segments in that direction. As evidence, he said, XU2ZU Calcutta almost ruined listenership of that city's AIR station. Particularly popular were network shows featuring top names, which were specially transcribed for AFRS during war.

At the war's close, he said, attempts were made to procure equipment of the various AFRS stations but this was not possible. Speculating on shape of commercial programming to come, he thought that transcribed shows featuring American talent would turn the trick. He foresaw the possibility of visits by American "names" and further conceded likelihood of shortwave beaming to India by American sponsors with distribution in that area.

From Hollywood Mr. and Mrs. de Peterson proceed to Chicago and New York.

Baker Setting Up Own Law Practice

Will Specialize In Radio And Other Communications

PHILIP M. BAKER, Washington radio attorney, for the last two years associated with the office of Andrew G. Haley and Major General Myron C. Cramer, last week announced plans to open his own offices at 1101 Earle Bldg., Washington, on Oct. 1. He will specialize in radio broadcasting and communications matters.

Mr. Baker

Since 1941, when he joined the FCC legal department, Mr. Baker has worked exclusively in radio law. He was with the FCC until 1944, assigned first to the Legislation, Rules and Regulations Section of the law department, later with the Litigation Division, and for almost two years with the Broadcast Division.

Before joining the Commission, he was an attorney for Agricultural Adjustment Administration, Puerto Rico Reconstruction Administration, Social Security Board and the U. S. Civil Service Commission. He is a native of Washington, attended Georgetown U. and was graduated from Georgetown Law School in 1934. He is a member of the District of Columbia Bar and of the Federal Communications Bar Assn.

Mr. Baker married the former Miss Shirlie Friedlander of Albany, N. Y., and Jacksonville, Fla. They have one child, a daughter, seven years of age.

Nutrition Quiz

WGN Chicago, Sept. 16 began a new question and answer program "Chicago Asks Dr. Eddy" Mon. through Fri. 3:30-4 p.m., (CDST). Chicago women ask for information on nutrition which a board of New York housewives attempts to answer. If they cannot reply, the Chicago questioner receives a prize and Dr. Walter H. Eddy, nutritionist, and Ella Mason, home economist and dietitian, supply correct answers. Tiny Ruffner is m.c. of the show, aired on transcription.

Photo by O. Roach — Denver

Harmony in the Rockies

The long co-operation of KOA and THE DENVER POST quickly shows that a great station and a great paper can work in harmony.

For more than 12 years now, *The Denver Post News* has been a twice-daily fixture on Denver's First Station. Another program, *Washington News and Interviews*, sponsored this year on KOA by THE DENVER POST, points up even more significantly the close relationship of newspaper and station, since it marks the POST'S first purchase of radio time.

The POST and KOA work together constantly on campaigns for the public's benefit, exerting their tremendous influence to exploit new causes as they arise. Since the circulation of the POST more than triples that of Denver's other daily paper, while KOA's 50,000 watts more than triple the power of the four competitive city stations *combined*, the team reaches more people in the Rocky Mountain Empire than any possible combination of other media.

With such forceful affiliations as this—in addition to its own predominance in Mountain and Plains States broadcasting—KOA produces overwhelming sales for network, spot and local advertisers.

FIRST IN DENVER

KOA

50,000 WATTS 850 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

NBC Stresses Coverage Of UN Security Council

NBC HAS devoted a total of two hours and 36 minutes to reports direct from the UN Council Chamber at the UN Security Council's meeting at Lake Success, N. Y., since the opening on Aug. 28, it was announced last week by William F. Brooks, NBC vice president in charge of news and international relations.

This represents coverage of every one of the Council's meetings from Aug. 28 to Sept. 11. John MacVane, NBC commentator covering the Council, has made a total of nine quarter-hour broadcasts during his regular news period and in addition has contributed 10 two-and three-minute spots to the *News of the World* and Robert McCormick news programs on NBC.

Inventory of All Electronic Equipment Is Begun by WAA

CAMPAIGN to find out in a hurry what electronics equipment is available in war surplus has been started by George H. Moriarity, head of the Electronics Division of War Assets Administration. Countless thousands of equipment lists, which may contain broadcast items, are resting in pigeonholes. These are being scanned by local WAA offices as well as electronic manufacturers who act as agents in sale of war surplus items.

WAA has never been able to provide an inventory of electronics surplus, lacking facilities and personnel even to look over a fraction of the scattered lists of equipment.

Complete reorganizations of the Electronics Division has been undertaken in a drive to find out what there is to sell and then sell it quickly. New type of contract is being drafted by which several hundred manufacturing firms will receive a fixed commission for acting as warehousing and sales agents for WAA. At present they receive a commission plus cost of handling, advertising and processing for sale.

Whole electronics surplus setup will be investigated by the Special House Committee investigating surplus property at hearing starting today (Sept. 23), according to Chairman Slaughter (D-Mo.). Inquiry is being conducted by Hugh D. Wise Jr., committee counsel.

Even before the hearings, WAA itself had conducted its own investigation of the way it is selling surplus electronics items. Eight cases of possible malpractice in sale of radio, radar and other electronics equipment have been turned over to the Dept. of Justice for action. Names of the firms cited were not made public, in accordance with usual practice, pending Department action.

Screening Manufactures

WAA is now screening the list of electronics manufacturers who act as sales agents. These agents frequently have charged that they get junk from war surplus. WAA concedes a lot of the surplus has been unsalable but in the future will send them only "good stuff."

Before WAA is the report of a committee representing manufacturers of broadcasting transmitters and receivers. This committee was named by WAA to go into pricing, marketing and general policy of transmitters and receiving sets available in war surplus. Uniform pricing by agents was considered by the committee, which went over sales plans and price lists, suggesting specific prices as well as overall policies.

Members of the committee are: E. M. Hall, Western Electric Co.; E. G. Goble, Galvin Mfg. Co.; Arnold Rosenberg, Bendix Aviation Corp.; E. C. Borth, Philco Corp.; C. J. Burnside, Westinghouse Electric Corp., Baltimore; George Cohen, Emerson Radio & Phonograph Corp.; A. J. Spriggs, Collins Radio Co.; E. J. Gerard, Federal Telephone & Radio Corp.; W. A. Cohen, E. B. Latham & Co.; Nat O. Motts, Henry O. Berman Co.; H. J. Todd, Southern Radio Corp.; Thomas F. McIntyre, Trilling & Montague.

Cobbler's Shoes

ANYBODY KNOW a repairman who could do a small job for the FCC?

All calls to FCC Chief Engineer George P. Adair last Wednesday were met with:

"Mr. Adair's phone is out of order."

UE Seeks Hike

UNITED Electrical, Radio & Machine Workers of America (CIO) will seek a general cost-of-living wage increase, pending formation of a new national CIO wage policy, under a resolution adopted at the 11th annual convention in Milwaukee. Delegates voted to seek "maximum interim wage justment" of about 17 cents an hour, subject to upward revision later when the new policy is announced. The UE tied up Westinghouse Electric Corp. and other large radio manufacturers early this year with strikes for higher wages. Local unions were authorized by the convention to seek interim pay increases.

NORTH CAROLINA IS THE SOUTH'S NO. 1 STATE
AND WPTF IS NORTH CAROLINA'S NO. 1 SALESMAN

Quarter-Million Listeners See WPTF's Traveling Talent Shows

Here's where WPTF talent shows played "in person" in our primary during the last two months . . .

WPTF's three string bands and its quartet play before 250,000 fans in their own home towns every year! Each act makes 5 personal appearances a week. They play regularly in almost every community in WPTF's primary. (71 North Carolina, Virginia and South Carolina counties where 77% of the people listen regularly to WPTF according to latest NBC survey.)

This "in person" friendship between station and listener is plus value to WPTF advertisers. You and your product are "home folks". For availabilities and recommendations, call us or your nearest Free & Peters office.

WPTF
680 KC 50,000 WATTS NBC
RALEIGH, NORTH CAROLINA
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NORTH CAROLINA IS THE SOUTH'S NO. 1 STATE
AND WPTF IS NORTH CAROLINA'S NO. 1 SALESMAN

LINKING PRODUCT, PUBLIC *and* PROGRAM

● Here's a symbol that's almost been forgotten. The five linked rings (representing the five continents) and flaming torch will reappear as the emblem of the 1948 Olympic games. The Greek runners, who were the sports pioneers of their day, originally served as the message bearers of their time.

There's a symbol in Baltimore that's important this year and every year. The letters "WCBM" are well known to sponsors as the links between buyer and seller. Sales results are proving daily that programs over WCBM are dependable message bearers, economically reaching the large and profitable Baltimore Market. For a profitable linking of product, public and program, remember the symbol "WCBM."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

RIGHT IN THE MIDDLE OF BIG THINGS!

This is a husky, lively market, with KFYO as the central selling force. As for money—over $167,892,000 in effective buying incomes trickles in and out of circulation annually out here. This is an important market . . . and KFYO is your lead station for getting results!

VOICE OF THE SOUTH PLAINS OF TEXAS
1340 ON THE DIAL

KFYO

LUBBOCK, TEXAS

AFFILIATED WITH
LONE STAR CHAIN
AMERICAN BROADCASTING CO.

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

250 WATTS—1340 KILOCYCLES

ABC Adds 7 New Outlets; 2 Changes

Total Stations in Network Is Raised to 217

ABC last week announced the addition of seven affiliates and the replacement of two affiliates by new outlets, bringing the network's total number of stations to 217.

Effective Oct. 1 four Idaho stations will join the network as mountain supplementary stations. They are as follows: KGEM Boise, operating full time with 250 w on 1340 kc, owned by the Idaho Broadcasting Co., and managed by Fentress Kuhn; KEIO Pocatello, owned by the Eastern Idaho Broadcasting and Television Co., operating with 250 w on 1450 kc, and managed by James Brady; KLIX Twin Falls, operating full time with 250 w on 1340 kc, managed by Frank McIntyre and owned by Southern Idaho Broadcasting and Television Co.; and KBIO Burley, managed by Edward Jansen, owned by Jessica Longston and operating with 250 w on 1400 kc.

WRHP Tallahassee, Fla., operating with 250 w on 1450 kc and owned by the Tallahassee Appliance Corp., joins ABC on Oct. 1 as does WHAN Charleston, S. C., which will operate full time with 250 w on 1340 kc and is owned by the Charleston Broadcasting Co.

On Sept. 28 WBSR Pensacola, Fla., joins ABC operating with 250 w on 1450 kc. Station is owned by the Escambia Broadcasting Co. and is managed by Ruth Braden.

WLCS Baton Rouge, owned by Air-Waves Inc., will replace WJBO Baton Rouge on Oct. 1 as an ABC affiliate and will operate full time with 250 w on 1400 kc. Manager of the station is Earl Smith. Effective Jan. 1, 1947, WHBF Rock Island, Ill., will replace WOC Davenport as ABC affiliate in the Rock Island - Moline - Davenport market. The station is owned by the Rock Island Broadcasting Co., operates full time with 5000 w on 1270 kc and is managed by Leslie C. Johnson.

Moline Station Starts; To Join MBS by Jan. 1

NEW MOLINE, Ill., station, WQUA, last week went on the air, operating on 1230 kc with 250 w power. Now an independent, the station will join Mutual before Jan. 1.

Bruff W. Olin Jr., is president and general manager, heading a staff of 22 including: Marvin L. Rosene, formerly of WHBF Rock Island, Ill., sales manager. George W. Travis is acting chief engineer and Ed Masters, formerly of WOC Davenport, Iowa, is news editor. Station has World transcription library and Press Assn. news wire.

CKNW Names Agency

CKNW New Westminster, B. C., has appointed Canadian Adv., Vancouver, to handle all station advertising.

VIDEO SCHEDULE of the New York Yankees football team on WABD New York with Ford Motor Co. as sponsor [BROADCASTING, Sept. 16] apparently pleases (left to right) Leonard F. Cramer, executive vice president of Allen B. Du Mont Labs., owner and operator of WABD; Tom Gallery, business manager of the Yankees; Sam Cuff, WABD general manager; Robert Gillham, television director of J. Walter Thompson Co., agency for Ford.

Elder, Feltis Among Speakers On ANA Convention Agenda

ROBERT F. ELDER, vice president of Lever Bros. Co., and Hugh Feltis, president, BMB, will make the major addresses on broadcasting matters at the 37th annual meeting of the Assn. of National Advertisers, to be held Sept. 30-Oct. 2, at the Hotel Traymore, Atlantic City.

Three-day meeting will open Monday morning with a report on "ANA's Expanding Program" by Paul S. Ellison, director of public relations, Sylvania Electric Products, and ANA chairman. Mr. Elder, in his capacity as chairman of the executive committee of the ANA radio council, will also speak at this session on "Important Developments Affecting Sponsors."

Other opening morning speakers will be William G. Werner, director of public relations for Procter & Gamble Co., and chairman of ANA's Government Relations Committee, reporting on recent activities in that field; Caspar Ooms, U. S. Commissioner of Patents, on "Good News for Brand Advertisers"; Lowell B. Mason, Federal Trade Commissioner, on "Now Let the Consumer Be King."

Monday Afternoon

Stuart Peabody, assistant vice president, Borden Co., and chairman of the Advertising Research Foundation, will open the Monday afternoon session with a report on "New Developments in Cooperative Research." Other committee reports will be given by W. B. Potter director of advertising operations, Eastman Kodak Co., chairman, ANA films committee; Mrs. Virginia Lawson Skinner, baby service director, Chicopee Sales Co., chairman, ANA educational activities committee; Hugh W. Hitchcock, director of advertising, Packard Motor Car Co., chairman, ANA membership committee. Session will conclude with a business meeting and the election of officers.

Tuesday morning speakers and their subjects will be Royal Little, president, Textron Inc. "Evaluating Advertising in Terms of Profits"; Louis Ruthenburg, president, Servel Inc., "Reconverting Advertising and Sales Techniques for the Job Ahead"; Howard Chase, director of public relations, General Foods Corp., "Potentialities of the Advertising Method—A Public Relations Director's View." An advertising agent's view of that subject will be given by a speaker still to be announced. Mr. Potter will preside at this session.

Agency Speakers

Four agency executives will head half-hour discussion panels during that afternoon; James H. S. Ellis, president, Kudner Agency, heads the panel on "Selection and Training of Advertising Personnel"; Dr. H. H. Kynett, space buyer, Aitken-Kynett Co, on "New Developments in Fact Finding" (Washington newspaper study); Allen L. Billingsley president, Fuller & Smith & Ross, on "Improving Advertising Effectiveness through Improved Advertising Content"; Fairfax M. Cone, chairman, executive committee, Foote, Cone & Belding, on "The Need for Better Understanding of Advertising in Business." John C. Cornelius, executive vice president, BBDO, will keynote and sum up the session.

Mr. Feltis will discuss the significance of BMB findings during the Wednesday morning research session which will also include reports on the ANPA's Bureau of Advertising Newspaper Research program by Alfred Standford, director of the bureau; on the Fort Wayne outdoor experiment by Victor H. Pelz, director, Traffic Audit Bureau; on car cards by Phil Everest, secretary, National Assn. of Transportation Advertising; on a projected program of magazine research by Lyndon O. Brown, partner of Stewart, Brown Assoc. and president of Knox College. D. B. Stetler, advertising director, Standard Brands, will introduce Mr. Feltis to the meeting.

Concluding general session Wednesday afternoon will feature Paul Hoffman, president, Studebaker Corp., and chairman, Committee for Economic Development, speaking on "Forward with Capitalism"; Theodore O. Yntema, CED research director, on "The Domestic Outlook for Business"; Under Secretary of Commerce Alfred Schindler, on "A Look at the National Scene."

Speakers at the banquet session Wednesday evening have not been announced. On Tuesday evening a number of business-sponsored films will be shown. Mr Potter is program chairman for the convention.

90% Set Ownership On Farms in Minn.

Figures Released by Census Cover Five States

RADIO ownership on Minnesota farms amounted to 90% as of Jan. 1, 1945, according to figures released last week by the Bureau of the Census. The bureau found that 166,243 of 181,550 occupied farms has receiving sets, with 103,176 farms having telephones and 96,342 having electricity. Value of all farm products in 1944 was $515,000,000 with livestock, diary products, poultry and field crops ranking in that order.

Illinois showed 89% radio ownership, with 175,778 of 197,768 occupied farms having receivers; 124,039 had telephones and 120,177 had electricity. Total value of farm products in 1944 was $954,000,000, led by livestock, field crops and dairy products.

In West Virginia 66,201 of 93,931 occupied farms had radios, or 70%, with 21,599 having telephones and 38,763 having electricity. Value of all farm products in 1944 was $63,000,000, led by livestock, poultry and dairy products.

Of 167,210 occupied farms in Virginia, 104,762 or 62.1% had radios, 31,835 had telephones and 63,512 had electricity. Total value of farm crops in 1944 was $248,000,000, led by field crops, livestock, poultry and dairy products.

In Mississippi 118,653 of 251,460 occupied farms, 47.2% had radio receivers, 9,797 had telephones and 50,219 had electricity. Farm products in 1944 had a value of $284,000,000, principally cotton.

WHEN RADIO WAS YOUNG

Blaw-Knox engineered, designed and fabricated towers for radio stations even before the pioneer days of home-made crystal sets.

Our accumulated engineering knowledge and experience enables us to assume complete responsibility for the radio towers which you will need to carry out your station's expansion program.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS

Grant In Bogalusa Based On Localism

FCC Proposed Decision Gives Corkern Preference

FCC reiterated its "local" policy last week in a proposed decision choosing I. K. Corkern over John L. Plummer to build and operate a new station at Bogalusa, La. Both men had requested fulltime use of 1490 kc with 250 w power.

"In making a choice between qualified and mutually exclusive applicants," the proposed decision said, "important considerations are the extent of local residence, the local activities, and the participation by the applicants in the management and operation of the proposed station."

Mr. Corkern, it was pointed out, has been a life resident of the Bogalusa area except for almost four years in the Navy, where he "worked with and helped maintain his ship's AM and FM equipment." Before the war he engaged in farming and taught agricultural subjects, also training students to put on radio programs over WWL New Orleans and writing shows for them. If his proposed grant is made final, he plans to devote full time to the station.

The Commission noted that Mr. Plummer left Bogalusa at the age of 22 (1938) to enter Louisiana State U., and that since Jan. 1, 1942, he has lived in Philadelphia, first working with Frankford Arsenal, Optics Division, and since May 1944 as a manufacturer of optics in the firm of Plummer & Kershaw, which he and his wife now own. He proposed ultimately to dispose of the manufacturing business and devote full time to the station, but the Commission pointed out that in the meantime his interests would be divided. His applicaion, which FCC proposed to deny, was filed in the name of John L. Plummer Enterprises.

Dramatic Show

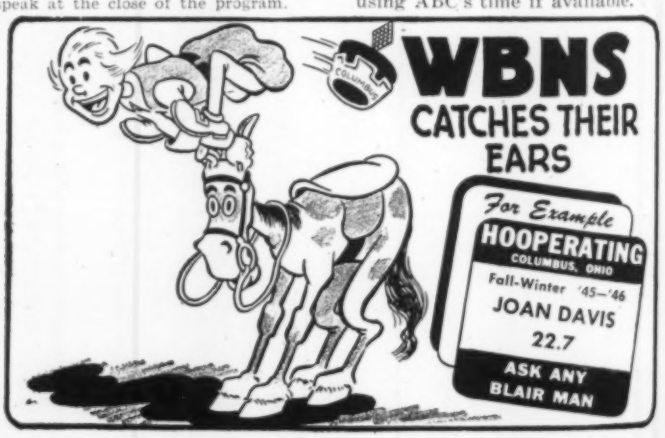
A SPECIAL dramatic program, "We Are Tomorrow," will be presented Sept. 28 on NBC, 2-2:30 p.m., in cooperation with the American Legion Auxiliary. Featuring Louise Erickson, star of NBC's "A Date with Judy," program will coincide with the 26th annual national convention of the Auxiliary in San Francisco. Mrs. Walter G. Craven, national president of the Auxiliary, will speak at the close of the program.

ON COLLAR of shaft at Phelps-Dodge Junction Mine, Bisbee, Ariz., are Carl Morris (l), KSUN Lowell and Jack Williams, KOY Phoenix, before descent to 2,700-foot level for broadcast carried on CBS Pacific network's *Westerners at Work*. Mr. Morris owns KSUN and KGNU Douglas.

ATW VIDEO COURSE PLANS FIELD TRIPS

FIELD TRIPS to ABC video programs on WABD New York, WRGB Schenectady and WPTZ Philadelphia will form an important part of the television course of the American Theatre Wing's refresher school for veterans, which begins its second semester this month, according to Paul Mowrey, national television director for ABC, under whose auspices the video course is to be conducted. The course will run for eight weeks, starting Sept. 24, with class limited to 35 members, although about 200 have applied.

Harvey Marlowe, ABC executive television producer-director, will conduct most of the classes. Other lecturers include Worthington Miner, manager of CBS television department; Mr. Mowrey; Paul Belanger, CBS director; Richard Goggin, ABC producer-writer; Bernard Pearse, ABC special events director; Bobbie Henry, ABC producer-director. In addition to lectures and field trips, class may actually produce a program on WABD under ABC supervision, using ABC's time if available.



IMPRESSION

During the 26 years of its existence, WWJ, first radio station in the nation, has made a deep and lasting impression on the listening habits of Detroiters. So conscious are they of WWJ's leadership that their sets are almost automatically tuned to WWJ morning, afternoon and evening. This impression value is reflected in the gratifying results which WWJ continually obtains for its advertisers in *America's 4th largest market* . . . where steady employment of more than a million workers is virtually assured for years to come, supplying *America's most-in-demand product*—shiny, new cars!

AMERICA'S PIONEER BROADCASTING STATION—*First In Detroit*

National Representatives THE GEORGE P HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY **THE DETROIT NEWS**

RAY GREEN FORMING TRANSCRIPTION NET

A TRANSCRIPTION network, involving more than 160 stations, is being organized by Ray Green, of Kermit-Green Productions Inc., New York, it was learned last week.

The new organization, to be known as the Transcription Broadcasting System, will supply about 30 shows per week to member stations after Nov. 1, it was said. Full details of Mr. Green's proposed network were not disclosed, but it was understood that affiliated stations will sign one-year contracts with TBS which will supply stations with specified numbers of programs each week.

TBS will organize its own sales service to sell its shows nationally and locally. A complete announcement of his plans was expected from Mr. Green this week.

Rolling Labs

GENERAL ELECTRIC Co., is placing in operation eight roving radio labs, installed in colorful trailers and equipped with electronic testing and repair facilities for a variety of radio communication services. Units, to leave soon from GE plant at Syracuse, will operate from Albany, New York, Boston, Cleveland, Chicago, Philadelphia, Kansas City, Atlanta and Dallas, according to Nat Gada, GE radio communications sales engineer. To enable proper location of transmitter sites, rolling labs will be equipped to make field strength tests as well as testing of many kinds of radio circuits. Units also could act as on spot trouble shooters.

FTC TELLS BAKERY TO STOP AD CLAIMS

LANGENDORF United Bakeries Inc., San Francisco, whose annual radio budget is $104,000, must stop certain advertising practices under a cease-and-desist order issued Thursday by the Federal Trade Commission. A complaint against Old Homestead Bakery Inc., subsidiary of Langendorf, was dismissed without prejudice.

FTC ordered Langendorf to stop advertising that it had been appointed official baker of the Dionne quintuplets; that the quintuplets eat Holsum bread; that Holsum bread is the most nourishing white bread on the market; that Langendorf bread furnishes more energy than all other competitive breads, has a greater Vitamin B1 and mineral content than most competitive breads and has been adjudged by experts to be America's finest bread.

Other representations prohibited by FTC as "false and misleading" include: That Vitamin B1 in Wealth-o-Wheat bread will build healthier nerves or increase the vitality of the user; that American Meal bread is a reducing diet bread or contains significantly less calories than ordinary bread; that the daily intake of 200-300 units of Vitamin B1 is sufficient to maintain good health, that the daily consumption of two or three slices of Dr. Penland's Vitamin B1 bread will provide the minimum daily requirement of Vitamin B1 or that the daily consumption of this bread will insure healthy nerves, bodily fitness or vitality; that Hollywood bread has lower caloric content than ordinary bread or is made with non-fattening flour, has any reducing properties in itself or will prevent hunger or prevent the muscles from becoming soft and flabby, when used as part of an effective reducing diet.

Pacific Coast Adv. Co., San Francisco, places Langendorf radio accounts.

PARAMOUNT DROPS VIDEO RELAY PLAN

TELEVISION PRODUCTIONS Inc., Paramount Pictures subsidiary which had proposed a nationwide network of television relay stations to be located at key points in the country, last week temporarily abandoned the project.

At the request of Television Productions' legal counsel, the Washington firm of Hogan and Hartson, FCC dismissed applications for 16 television relay stations: Two each for areas of New York City, Peru Mountains, Vt., Buffalo, Detroit, El Paso, Tex., Chicago, Des Moines and Los Angeles. Authorities said that the re-allocation of television relay frequencies by the FCC necessitated the move. It was emphasized, however, that the withdrawal of the relay applications does not indicate any future dropout of Television Productions from the video scene.

Television Productions, a wholly-owned subsidiary of Paramount Pictures Inc., is an applicant for a new television station in Los Angeles. In addition, Paramount is interested in nine companies active in television—three of which are already on the air or have a construction permit. An application for a San Francisco outlet had previously been withdrawn.

New RCA Amplifier

RCA announced a new line of "plug-in" amplifiers last week. Deliveries are now being made on the equipment, the firm said, explaining that it is the first in the broadcast field employing standard type plugs which permit a complete amplifier unit to be removed and replaced as easily as a radio tube is installed.

Saluting-

KFYO

LUBBOCK

VOICE OF THE SOUTH PLAINS OF TEXAS

Located in Lubbock—the hub city of the rich South Plains of Texas area—KFYO penetrates a PERMANENT market with a $167,892,000 effective buying income. An affiliate of American Broadcasting Company and Lone Star Chain, KFYO is the ONLY station dominating this area with a consistent clear signal!

T.H.S. is convinced KFYO can do for YOUR products what it is effectively doing for so many others!

T. H. S. SALES OFFICES
NEW YORK • CHICAGO • DALLAS • HOLLYWOOD
SAN FRANCISCO • PORTLAND
GENERAL OFFICES
AMARILLO

TAYLOR-HOWE-SNOWDEN RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN
Radio Sales

If you're preparing to open new markets—or strengthen old ones—better investigate flexible *Spot Broadcasting today!* For with Spot Radio you need to select and use *only* the markets that interest you.

And in these markets you buy the *best* times on the *best* stations—choosing the type and length of program that *best* fits your audience. You are never limited to restricted networks, one time of day or one copy appeal.

No wonder then, that now—as more and more products return to market—more and more advertisers turn to Spot Broadcasting. They know that because of its complete adaptability to all of today's rapidly changing conditions, Spot Radio keeps advertising in perfect timing with markets. A John Blair man can tell you all about it. Call him today.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

ABC NAMES STOKES FOR PROGRAM POST

PROGRAM MANAGERSHIP of ABC's Central Division, vacant for over a month, was filled last week by Harold B. Stokes, who was appointed by E. R. Borroff, vice president of the Central Division.

Mr. Stokes, who has been active in the music world since 1921, joined WGN Chicago in 1928 as musical conductor. In 1930 he moved to NBC in the same capacity, returning to WGN in 1934, where he remained for 10 years as musical director. Mr. Stokes joined ABC in 1944 as producer of various sustaining shows. He replaces Gene B. Rouse, who left the network last month [BROADCASTING, Aug. 5].

Fred Killian, acting production manager, is expected to be appointed production manager next week.

WHEN GOV. ROBERT S. KERR of Oklahoma flew to Des Moines for the KRNT Radio Theatre presentation of *Oklahoma!*, airport reception included (l to r): Frank Phelan, KRNT salesman; Bob Dillon, KRNT commercial manager; Lowell Jackson, Katz Agency, Chicago; Brig. Gen. Charles H. Grahl; Edith Gaylord, daughter of E. K. Gaylord, president of WKY Oklahoma City; Luther Hill, vice president of Des Moines Register & Tribune Co.; Mrs. Kerr; Gov. Kerr; Gov. Robert D. Blue of Iowa; Mr. Gaylord; C. R. Anthony, Oklahoma City merchant; Mayor John MacVicar, Des Moines; Mrs. Grahl; Duane Peterson, treasurer of theatre; Phil Hoffman, KRNT manager.

Former ABI Post Resumed by Lasky

Now Disposing of Agency Interests to Partner

PHILIP G. LASKY has returned to Associated Broadcasters Inc., San Francisco, as vice president and general manager, a post he resigned in 1939, it was announced last week by Wesley I. Dumm, president of the firm.

Associated Broadcasters is the licensee of KSFO San Francisco and of the San Francisco international shortwave stations, KWID and KWIX. Mr. Dumm, who is also president of Universal Broadcasting Co., announced at the same time that Ray V. Hamilton, former executive vice president of Associated Broadcasters, will devote his full time to directing activities of Universal.

Since his resignation Mr. Lasky has been manager of KROW Oakland, Calif., which he, Mr. Dumm and others had purchased. Following the FCC duopoly order, they were forced to sell their interest in this station, but resumed joint financial interests with the recent purchase of KXA Seattle, in which Mr. Hamilton is also a stockholder.

After selling his interest in KROW Mr. Lasky and Wallace F. Elliott, a KROW associate, formed the Lasky Co., an advertising agency with offices in Oakland and San Francisco. Mr. Lasky is now disposing of his interest in this concern to Mr. Elliott.

FAX DEMONSTRATED TO N. Y. ADV. CLUB

A DEMONSTRATION of facsimile was given last Wednesday to 200 members of the New York Advertising Club, 30 East 37th St., New York. The demonstration was sponsored by WOR New York and Radio Inventions Inc. John V. L. Hogan, president of Radio Inventions, was the principal speaker, addressing the gathering on "Facsimile Productions and Postwar Selling."

Transmission originated in Radio Inventions Inc. from its laboratories at 155 Perry St., New York, and was then conveyed by equalized telephone lines to the studios of WBAM, the WOR FM station, and was received by air from that station.

During the question period, Mr. Hogan said he expected transmitting equipment would cost stations about $10,000 and that consumers could expect to pay as high as $600 for console models. Questioned as to consumer reaction to this newest communication media, Mr. Hogan said he was sure that once the public became aware of its possibilities that facsimile would go "like hot cakes."

CJSO to 250 w

CJSO Sorel, Que., has increased power to 250 w on 1400 kc, according to an announcement of the Radio Branch, Department of Transport, Ottawa.

a matter of mathematics...

Problem:
ABC = a good network
Kabc = a good radio station
What is the "K" factor in Kabc?

ANSWER:
THE "K" FACTOR IS THE COMBINATION OF A POWERFUL BROADCASTING AGENCY AND AN ENTHUSIASTIC ORGANIZATION WITH THE KNOW-HOW TO DO A GOOD JOB— FOR LISTENERS AND FOR ADVERTISERS

50,000 WATTS
Day
10,000 WATTS
Night

Kabc
SAN ANTONIO

GENE L. CAGLE
President
CHARLES W. BALTHROPE
Station Manager
Represented Nationally
by
WEED & COMPANY

AMERICAN BROADCASTING COMPANY • TEXAS STATE NETWORK

THE MODERN CIRCUIT RIDER

NOT many years ago, the circuit rider made his way through rural Tennessee, bringing to the folk of the back country not only religion, but news of the outside world.

Today, WSM through its clear channel and 50,000 watts, is the modern circuit rider for people in rural Tennessee and neighboring areas. And we've got it over the man-on-horseback, just as the automobile is superior to the horse and buggy, the modern highways better than old mud roads, and TVA power better than old-fashioned wood-stoves.

WSM's clear voice brings them religion, embracing all creeds, news, old-time music, varied entertainment and countless services throughout the day and night. They could no more do without WSM service than they could go back to the horse and buggy era.

* * *

WSM is an integral, growing part of the lives of more than five million people in this area we serve—and have served for twenty-one years. They know us and invite us into their homes every day. And each day, their trust in us deepens; their affection for us grows; their dependence upon us increases.

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E
650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

The Best in Broadcasting

WSM
NASHVILLE

Signs ABC

THE BIOW Co., New York, has bought the Fri. 8-8:30 p. m. period on ABC for Eversharp Schick razor. Show has not been decided upon. Sponsor will drop *Tonight on Broadway*, Mon. 10:30-11 p. m. on CBS effective Nov. 4. Starting day for the ABC show will be Nov. 8 or 15.

Ad Course Names

E. P. H. JAMES, MBS manager of sales operations, has been appointed director of the Radio & Television Production Clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: Hugh Feltis, president, BMB; C. E. Hooper, president, C. E. Hooper Inc., Rodney Erickson, manager of the WOR New York program department; Noran E. Kersta, manager of the NBC television department; T. I. Oberfelder, assistant director of advertising and promotion at ABC; Joseph A. Moran, associate director of radio, Young & Rubicam, New York, and Dorothy Lewis, coordinator of Listeners' Activities, NAB.

Control Transfers Are Filed by Two

Harrisburg FM, San Diego AM Outlet Involved

TWO APPLICATIONS—one seeking assignment of a construction permit for a San Diego outlet from a majority partner to his minority-interest associate, and the other for involuntary transfer of control of WHPC-FM Harrisburg, Pa.—were tendered to the FCC last week.

Finley-McKinnon Broadcasting Co., partnership controlling KSDJ San Diego would be dissolved, with relinquishment of 65% interest by Larry Finley. Clinton D. McKinnon, 35% partner, would be sole owner of the station, which was granted March 25. Although he held controlling interest in the partnership, the application said Mr. Finley's total investment was $3,400 which he asks to be returned as compensation for his share of ownership. Mr. McKinnon, the application disclosed, has thus far invested approximately $80,000 in pursuing the application and construction.

March 27, two days after the FCC granted the construction permit, Mr. Finley signed a one-year option giving Mr. McKinnon exclusive rights to purchase his interest for $3,400. Subsequently, the application stated, Mr. Finley accepted a position with a watch importing and manufacturing firm in New York which made it impossible for him to maintain a close association with the station.

Mr. McKinnon is president, editor and principal stockholder of McKinnon Publishing Co., which publishes the San Diego *Daily Journal*. Charles Wayland, of the Washington law firm of Fisher & Wayland, representing Mr. McKinnon, has requested an opinion from FCC on the applicability of the Commission Avco rule to the transaction. Commission sources have indicated thus far that the application would be subject to Avco, which authorizes public advertising of the sale of majority interests. KSDJ has CP for 1170 kc 5 kw.

Control of WHPC-FM, owned by the Patriot Co., publishers of the *Patriot* and *Evening Journal*, Harrisburg dailies, would be transferred to Gertrude Howard McCormick, Conway Olmsted and the Dauphin Deposit Trust Co., executors of the estate of Vance C. McCormick, deceased. The late Mr. McCormick had all the 1,960 shares of authorized common stock while Mrs. McCormick, his wife, owns the 1,000 authorized shares of preferred voting stock.

ALUMNI ALL are these former colleagues of KDKA Pittsburgh. Gathered for a luncheon at Hollywood's Brown Derby are (l to r): Jim Luntzell, '39-'40, now freelance publicity man; Fran Conrad, '32-'34, now ABC Western Division station relations manager; Sherman Gregory, '38-'40, now radio director of Schenley Distillers Co.; Frank V. Webb, '43-'45, now Los Angeles manager of Lewis H. Avery & Co.; Sam Fuller, '31-'37, radio director of Sherman & Marquette New York.

WHELAN, ONCE HEAD OF UCR RADIO, DIES

RUSSELL WHELAN, former radio director of the United China Relief, and author of *The Flying Tigers*, died Sept. 14 of a heart attack while playing golf on the Bayside Links, Bayside, Queens, N. Y. He was 45 years old

Before his association with the China Relief, Mr. Russell was a feature writer and rewrite man on newspapers in Cleveland, Kansas City, Mo., and Detroit, and at one time worked for the Associated Press in New York. His work as director of promotion in the U. S. for the International Exposition in Paris in 1931 won him the French Legion of Honor.

In 1933 Mr. Whelan organized and became president of the securities firm of Strouse, Thomas & Whelan which had offices in Cleveland, Columbus and Canton, and in 1941 served as assistant director of the *America's Town Meeting of the Air* radio program.

While associated with the China Relief Mr. Whelan talked with many of the flyers who served with Lt. Gen. Claire L. Chennault, and from them he gathered the material for his book, *The Flying Tigers*, which was published in November 1942. Since last spring he has been doing free-lance writing. Surviving are his wife, Mrs. Eleanor Whelan; his parents, Mr. and Mrs. T. P. Whelan, two sisters, Electa and Hazel Whelan and two brothers, Dr. Leonard and Kenneth Whelan.

Wildroot Switches

WILDROOT Co., Buffalo, Sept. 29 switches *The Adventures of Sam Spade* from ABC where it has been heard Fri. 8-8:30 p. m. to CBS Sun. 8-8:30 p. m. Agency is BBDO New York.

WDSM COVERS THE

Whole Duluth Superior Market

AMERICAN BROADCASTING COMPANY

FREE & PETERS • NATIONAL REPRESENTATIVES

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.

"Goings-on" at WTCN

Swanee and Van move up

F. Van Konynenburg leaves his desk as Sales Manager for WTCN to take over management of the station as Vice President and General Manager. He takes over from C. T. (Swanee) Hagman, who has been made a Vice President of the ABC network with offices in Chicago.

Van

In line with the station's policy of getting men capable of advancement, Bob Ekstrum of the sales force becomes Sales Manager.

"Van" brings to his new job as General Manager a broad background of experience. After graduating from the journalism school at the University of Wisconsin in 1927 he worked on newspapers at Madison and Minneapolis . . . then into the ad agency field and on to sales work at WTCN.

Swanee

Plans for further expansion of service and facilities are being completed and will be announced soon by "Van" in his new capacity as General Manager of the station.

WTCN

MINNEAPOLIS — ST. PAUL

AMERICAN BROADCASTING COMPANY

FREE & PETERS

National Representatives

WBA

TYPE OF PRODUCT	Consumer Preference	Distribution
BREAD "A"	60%	96%
BREAD "B"	27%	95%
BREAD "C"	6%	66%
BREAD—OTHERS	7%	64%
CATSUP "A"	53%	72%
CATSUP "B"	28%	68%
CATSUP "C"	3%	23%
CATSUP—OTHERS	16%	18%
CHEESE SPREADS "A"	48%	74%
CHEESE SPREADS "B"	35%	58%
CHEESE SPREADS "C"	2%	28%
CHEESE SPREADS—OTHERS	15%	17%
CLEANSER "A"	77%	96%
CLEANSER "B"	9%	80%
CLEANSER "C"	6%	76%
CLEANSER—OTHERS	8%	64%

TYPE OF PRODUCT	Consumer Preference	Distribution
COFFEE "A"	71%	98%
COFFEE "B"	13%	86%
COFFEE "C"	13%	82%
COFFEE—OTHERS	3%	66%
DOG FOOD "A"	15%	50%
DOG FOOD "B"	15%	38%
DOG FOOD "C"	12%	29%
DOG FOOD—OTHERS	58%	28%
PEANUT BUTTER "A"	45%	68%
PEANUT BUTTER "B"	20%	28%
PEANUT BUTTER "C"	6%	20%
PEANUT BUTTER—OTHERS	29%	13%
CANNED SOUP "A"	97%	99%
CANNED SOUP "B"	2%	81%
CANNED SOUP "C"	00%	00%
CANNED SOUP—OTHERS	1%	19%

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

—This is just a partial list of the products surveyed. For complete list see coupon at right.

AL knows the score!

We've just completed a thorough survey of sales of leading products sold in food stores in the Baltimore area

How much coffee is sold in Baltimore? How much soap powder? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore). Who leads the field in canned soup? WBAL knows all the answers .... because we kept the score.

Our wide-awake Merchandise Department, under the supervision of Jack Tappin, did all the legwork themselves. Visited the stores personally, and have come up with some facts and figures that will set your eyes "a-poppin" and your ears "a-wigglin."

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested .... and a copy of the survey will be sent to you pronto. In some cases, a comparison with a similar survey made 6 months ago is included.

MAIL THIS COUPON

STATION WBAL, BALTIMORE, MD.

Please send me the survey I have checked:

☐ Apple Juice	☐ Frosted Foods	☐ Soft Drinks (sm.)
☐ Baking Powder	☐ Macaroni	☐ Soup (Canned)
☐ Bread	☐ Milk (Fresh)	☐ Soup (Dehydrated Mix)
☐ Catsup	☐ Mustard	☐ Sparkling Sodas
☐ Cheese Spreads	☐ Peanut Butter	☐ Table Salt
☐ Cleansers	☐ Prune Juice	☐ Tea
☐ Coffee	☐ Pudding	☐ Toilet Soap
☐ Coffee (Instant)	☐ Saltine Crackers	☐ Wax (Liquid)
☐ Dog Food	☐ Soft Drinks (lg.)	☐ Wax (Cake)

Name .....

Address .....

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

Editorial

Client: U. S. A.

QUIETLY and without fanfare, the biggest meeting of advertising men and clients in modern history was held last week in Washington. The composite advertising group was The Advertising Council Inc. The clients were top officials of various Government agencies. The President, himself, who asked continuance of the Council at war's end, participated at one juncture. The meeting was a joint one of the Council with the Office of War Mobilization and Reconversion, with 14 Government agencies. The list of the some 100 participants was a veritable who's who of Government and of advertising.

The conference, in most particulars, was off-the-record. These men of the Advertising Council Inc., successor to the War Advertising Council, have carried on their voluntary activities in the national and public interest. To broadcasters, the story of time donations is well known. National advertisers are continuing to provide for public service credits in behalf of Government in their copy.

Time and space donations now amount to in excess of $100,000,000 a year in all media for Government, the Conference was told. Listener impressions (one message heard by one listener) are running 300,000,000 a week.

Chairman James W. Young of the Council revealed that advertisers have made a discovery. They have found that these "public service" donations are paying an unexpected dividend by creating demands for the goods of their sponsors. He cited the case of Lipton's tea and its sponsorship of *Hunger Marches On*, a *March of Time* feature over CBS, reported elsewhere in this issue, where the results were spectacular. The reasons are well known to radio men: with the appropriate program, there is no better institutional or prestige-building vehicle than the spoken word of radio.

R. B. Smallwood, Lipton president, summed up results of the *Hunger* broadcast in these words:

"We feel no campaign designed for the purpose ever could have bought such evidence of good will for our company. Thus, our gratification is the greater through the knowledge that this good will is the by-product of our effort to help the hungry people so sorely in need of all the help they can get."

Government participants applauded particularly the job radio did during the war and postwar through the Advertising Council. The credit, of course, also belongs to those radio advertisers and to their agencies which contributed their time, genius and wherewithal in the teamwork. Credit too to the printed media which gave of their space and creative talents.

The job was done because there was coordination in a common cause toward a common goal. Without free enterprise it couldn't have happened. The genius and the incentive wouldn't have been there. It wouldn't have been voluntary but compulsory. It wouldn't have come through a private agency cooperating with Government, but through a secretariat or commissar who *would be* Government.

It took the war to propagate an Advertising Council. The war's end, fortunately, didn't bring the Council's end. In appraising the result today, it is clear that those agencies of Government exposed to the Council's activities have a new appreciation of the power and impact of advertising in a free economy.

Blue Book Test?

AFTER SIX MONTHS of hibernation, the FCC now unburdens itself of Phase II of the Blue Book. It has cited seven stations on license renewal because of purported *imbalance* in programming—too much commercial as against "public service" according to its own odd invention of how programs should be evaluated.

In the six months that have intervened since the issuance of the March 7 report, the FCC has ducked a lot of dead cats thrown from all directions. It also has been responsible for the tossing of a few itself, supplying the ammunition to those who foster its cause, but seeking to keep itself aloof and out of direct range.

The FCC, as was expected, selected the most flagrant cases it could find. Whether there were other overweening reasons for the sifting out of these particular stations is not yet evident. Whether there is in any of them a clear, clean test of the Blue Book; i.e., of the FCC's power to censor programs, to control the business of broadcasting, and to establish arbitrary definitions of program classifications, remains to be determined also.

Thus, of an aggregate of 407 instances of temporary license renewals on program grounds, the FCC has now reduced the figure to the handful cited on renewal. These stations, under established procedures, must show cause why their licenses should be renewed. The burden of proof is on them. The FCC, under this archaic procedure, doesn't have to prove a thing.

Actually, the burden of proof is on all in radio—not those cited. All radio should join in the test. The NAB represents a vast majority of the licensees. Promptly following issuance of the Blue Book, NAB President Justin Miller called together a strategy committee for the single purpose of preparing for a radio-wide defense against the encroachments upon a free radio implicit in the FCC's action.

Certain of the stations cited may not need the association's help. WBAL Baltimore, for example, has available to it eminent counsel fulling capable of joining issue and carrying it to the Supreme Court, if necessary. WBAL's case, however, is clouded by the application of the Pearson-Allen partnership for its facilities—an application filed strangely on the very eve of the FCC's renewal citations.

Since issuance of the Blue Book, all in radio have awaited the opportunity for the court test. That moment appears to have arrived. The NAB Strategy Committee has laid broad plans. President Miller is a distinguished jurist, who sat on the appellate bench in Washington for eight years. We hope he undertakes radio's case against the Blue Book himself by serving as chief counsel and by arguing the issue personally when it gets to the Supreme Court.

Our Respects To—

CLARENCE THEODORE HAGMAN

LAST JULY 27, 300 of the most influential citizens of Minneapolis and St. Paul turned out to honor a home town boy who had made good in his own home town.

By the time the last chicken croquette had been consumed and the applause had died down at the final after-dinner speech, Clarence Theodore Hagman realized that his philosophy of friendship had mined pure gold in the hearts of the people with whom he had lived and worked.

The luncheon was also a milestone in his career which began when he talked his high school principal into giving him a commission on the ads he brought in for the school paper. For "Swannee" (a variation of "Swede") Hagman, at 42, was leaving St. Paul to become general manager of ABC's Central Division under Ed Borroff, its vice president.

Mr. Hagman is remembered by thousands of Twin Citians as a man who rose by his own bootstraps to the managership of WTCN, the *St. Paul Dispatch* station. His name is known among radio people throughout the nation for his active interest in the many problems that have confronted the industry during the past decade.

He bases his entire philosophy of life on friendship and his formula for getting along with people is simple: never make a promise you don't expect to keep, and whatever you do, do your best.

There are three ways to measure success, in Swannee's book.

One, through dollars, which produce millionaires.

Two, through power, which produces dictators.

Three, through friends, who produce happiness.

And if the number of friends a man has is any criterion of success, "Swannee" Hagman is one of the most successful men in the country.

From the time "Swannee" Hagman was old enough to make change for a dollar, he has been on the go. In high school he accumulated 11 letters, four in hockey, three in football, two in baseball, and two as student manager of the basketball team. He also had as much or more spending money than many of the sons of St. Paul's filthy rich, due to his enterprise as advertising manager of the school paper.

By the time he was graduated he had made up his mind he liked to sell and St. Paul people liked to buy from him. Consequently,

(*Continued on page 50*)

A City Created By Music

They want good music . . . so half a million families in metropolitan New York listen to WQXR, creating "a city within a city." It's their station . . . their special friend . . . a constant source of the music they love. This vast audience tunes to WQXR for 62% of its listening time . . . over 36,000 even pay $1 a year for WQXR's Monthly Program Guide.

WQXR families have above-average incomes . . . they are discriminating in the broadcasts they enjoy, in the products they buy. Over 70 WQXR advertisers are winning this audience's loyal response. To increase your sales, turn to WQXR, "New York's Most Beloved Radio Station" . . . famed for good music and the news bulletins of The New York Times.

WQXR

Radio Station of The New York Times

Respects

(*Continued from page 48*)

his first job was in the classified ad department of the *St. Paul Dispatch*. That was in 1922. In 1934, the paper bought WTCN (then known as WRHM) from the Miller family. With 12 years of advertising experience behind him, Swannee Hagman sought out W. F. (Bill) Johns, the *Dispatch* general manager and asked to be transferred to the station's sales staff. Mr. Johns didn't think Mr. Hagman had enough experience and told him he didn't know anything about radio. That, Mr. Hagman, replied, was mutual and he still wanted the job. He got it.

In 1936 he became commercial manager and a year later was promoted to general manager. In that position, Mr. Hagman not only made the Twin City Station one of ABC's best outlets but also has been responsible for many civic and national honors bestowed for its public service policy. Among these have been the ABC award for merchandising for two consecutive years, and citations from the U. of Minnesota and Minnesota State College for an annual scholarship from the station given to Twin City high school students for excellence in subjects associated with radio.

In 1935 Mr. Hagman instituted a weekly *Church Music Hour* featuring choirs and musical groups from all denominations which has been cited for public service by the Minnesota Radio Council. Few stations have done a better public service job than WTCN. Last year its balance of commercial and public service time was 65-35.

"Swannee" Hagman believes no radio station executive can afford to avoid civic responsibilities. Accordingly, he has served as radio chairman of the Twin Cites War Bond Drive; on the board of directors of the Better Business Bureau, as chairman of the NAB state sales managers committee and on the NAB state public relations committee. On the social side, he is a member of the Osman Temple of Shriners; program chairman of the Kiwanis Club and past member of the Board of directors of the Town and Country Club, where he plays golf with an eight stroke handicap.

Ameche to MBS

JIM AMECHE, announcer and actor, will switch from NBC to MBS as result of contract signed last week with Walter Lurie, executive producer for Mutual in New York. Plan is to build dramatic vehicle around Mr. Ameche although title and time has not been set. Mr. Lurie said Mr. Ameche would act as both narrator and star on new program, to be set in about five weeks as sustainer.

Announcing –

RADIO STATION

1340 kc **WFAU**

Serving **MAINE'S** Capital City .. **AUGUSTA** ...

Owned and Operated by The
Twin City Broadcasting Co., Inc.
of Lewiston, Maine who pioneered
Mutual in Maine.

MUTUAL • YANKEE AFFILIATION

NAT. REP. FORJOE & CO., N. Y.

on the air **OCTOBER 1**

Cuba Network Sets Rates By Results

"Pay For Circulation" Plan Used For Advertisers

RHC-Cadena Azul, Cuban network, has devised an elastic rate card by which the advertiser pays only talent costs for the first 13 weeks trial period, then pays according to the rating of the show.

The network has produced a number of serials which it now broadcasts as sustaining shows, and is offering them on the new plan called "pay for circulation." Agencies like the plan and have already sold several of the shows, the network reported.

Ratings used are those of the Advertisers' Assn. Survey. Prices shown on the accompanying rate card represent monthly charge to the advertiser per point of rating. This charge is in addition to the monthly talent bill, which the advertiser continues to pay at the end of the trial period.

	Class AA Time	Class A Time	Class B Time
30 minutes	$250.25	$192.70	$124.10
15 minutes	137.64	105.98	68.25
5 minutes	68.82	52.94	34.13

Class AA Time in Cuba runs from noon to 2 p. m. (the standard Cuban lunch period) and from 6:30 to 10:30 p. m. Class A Time is 11 a. m. to noon, 6-6:30 p. m., and 10:30-11 p. m. Class B Time is 9-11 a. m., 2-6 p. m., and 11-11:30 p. m. Time from 6:30-9 a. m. and 11:30 p. m. to 1 a. m. is placed in the Class C category. To pay full rates a show in Class AA time must rate 15 points or more, and in Class A time 12½ points.

Upcoming

Sept. 23: NAB Employe-Employer Relations Committee, Statler Hotel, Washington.
Sept. 23: Meeting of station accountants of CBS O & O stations, New York.
Sept. 23: Third of BMB Pre-Publication Clinics, WGN Chicago.
Sept. 23: Start of electronics surplus probe by House Special Committee, Caucus Room, Old House Office Bldg., Washington.
Sept. 23-24: Columbia Recording Corp. Sales Convention, Hotel Gibson, Cincinnati.
Sept. 25: CBC Board of Governors Meeting, Ottawa, Ont.
Sept. 28: Five-Power Telecommunications Conference (U. S., U. K., France, China, U. S. S. R.) Moscow.
Sept. 28-29: AWD Second District meeting, DeWitt Clinton Hotel, Albany, N. Y.
Sept. 28-30: Radio Conference, Stephens College for Women, Columbia, Mo.
Sept. 30-Oct. 6: Inter-American Broadcasting Conference, Mexico City.
Oct. 6-9: Advertising Specialty National Assn., Palmer House, Chicago.
Oct. 7-10: Financial Advertisers Assn. National Convention, Fairmont Hotel, San Francisco.
Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.
Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.
Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.
Oct. 28-30: Stephens College Radio Conference, Columbia, Mo.
Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

MANAGEMENT

PHIL BERNHEIM, manager of three stations for AFN in France and Germany during the war and recently with KJBS San Francisco, has been appointed manager of KRCC San Frascisco, FM outlet owned by Contra Costa Broadcasting Co. which is scheduled to begin regular program service Nov. 1. Before the war he was with KVOS Bellingham, Wash., and KHUB Watsonville, Calif.

CAPT. CHAS. W. HORN, former assistant vice president of NBC who recently returned to inactive reserve status in the Navy, left Washington last Friday for Cuba and thence to Mexico City where he will be associated in radio and other business ventures with **EMILIO AZCARRAGA**, owner of XEW and XEQ Mexico City and largest station operator in the republic.

VAN C. NEWKIRK, head of per-occasional United-Pacific Network, currently contacting New York and Chicago advertising agency executives, will confer with FCC officials in Washington before returning to Los Angeles headquarters in mid-October.

RALPH D. KANNA, station manager of WONS Hartford, Conn., has been appointed radio consultant to St. Joseph's College, West Hartford, Conn.

W. L. WILLIS Jr., WRVA Richmond, Va., publicity director, resigned Sept. 15 to take over management of Southern Virginia Broadcasting Corp., applicant for a new 1-kw daytime station on 650 kc at Crewe, Va.

JUDGE HUGH V. N. BODINE, secretary of James Broadcasting Co., licensee of WJTN Jamestown, N. Y., won the first annual WJTN inter-office golf tournament held at Chautauqua Country Club, with card of 76. Salesman **JIMMY SWAN** took second with 78.

JOHN H. MacDONALD, vice president of NBC, was elected president and director of the Controllers Institute of America at the fifteenth annual meeting of the institute, held Sept. 15-18 in the Hotel Commodore, New York.

KFI Names Sample

PLANS for 1946-47 season of KFI Hollywood Bowl Auditions include appointment of James Sample as new musical director of Hollywood station's fourth annual search for new talent. Preliminary auditions in both instrumentalist and vocalist classifications began this month and will be concluded in October. Age limit for vocalists has been advanced to 30 years and that for instrumentalists to 35 years primarily to allow for former servicemen whose careers were interrupted.

"Next time I'll have that WFDF Flint announcer just whisper."

"Wonderful... THE OUTSTANDING STORY IN THE SURVEY"

...says Carl Watson

Director Promotion Department
Station Relations, NBC

It wasn't a competition . . . there was no window-dressing . . . no folderol . . . NBC asked affiliated stations to get behind the FRED WARING show.

And KGW did its customary solid job . . . with the usual highly satisfactory results.

In a nation-wide survey of 32 key cities, special HOOPER reports gave the ratings of the 32 leading NBC stations on the Waring show.

And did KGW look good! Here are the figures, in black and white:

Av. Audience Share 32 Stations *(Feb.-April)* **22.1**

KGW AUDIENCE SHARE *(Feb.-April)* **48.0**

No moral need be drawn. The figures speak for themselves.

P. S.—*Our thanks to Carl Watson!*

Fred Waring

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

If this page were wired for sound

.. we could bring you, right at your own desk, samples of the audience-pulling, sales-delivering programs now flowing *from* the WOWO studios in Fort Wayne.. *to* a primary area of more than two million people in Indiana, Michigan, and Ohio.

But you CAN hear the NEW WOWO Album this month.. at all NBC Spot Sales Offices!

Just released, these 20 recordings show how WOWO programming is helping advertisers and agencies reach this rich, responsive market. They tell the story better than any printed words. Ready this month at NBC Spot Sales offices in New York, Chicago, Boston, Denver, Washington, San Francisco, Hollywood, Cleveland.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WOWO FORT WAYNE

COMMERCIAL

ERNEST WATSON, for 22 years advertising manager for Louisiana, Mississippi and Texas newspapers and for six years in radio sales, has been named commercial manager of WJXN Jackson, Miss. He resigns as advertising director and editorial writer for Magnolia Publishing Co., Jackson.

EARL COBEY, with WHCU Ithaca, N. Y., for three years, has been appointed sales manager of the station, owned by Cornell U. He succeeds H. STILWELL BROWN who resigned to enter his own business. Mr. Cobey previously had been with WHEC Rochester, N. Y., in sales capacity for several years.

JACK DONAHUE, separated from AAF after three years of service, has joined KCMJ Palm Springs, Calif., as traffic manager.

DAVID B. STEIN, formerly on the WHN New York sales staff, has joined the sales staff of WNEW New York.

WJLD Bessemer, Ala., has appointed Sears & Ayer as national representative. Station formerly was represented by Gene Grant & Co. and Cox & Tanz.

HARVEY JEPPSON, auditor of KNAK Salt Lake City, is the father of a girl.

HARRY PATTERSON, former account executive of KMPC Hollywood, has joined Lockwood-Shackelford Adv., that city, in similar capacity.

RAY NOLL has been appointed commercial manager of KNAK Salt Lake City. HENRY HILTON, formerly with KTFI Twin Falls, Idaho, and KOVO Provo, Utah, has been added to the sales staff of KNAK. JACQUELYN WOODRUFF has been named traffic manager.

KAY FARRELL, traffic manager of CKGB Timmins, Ont., has been married to Peter Bowie.

JUANITA HALL of North Central Broadcasting System has resigned to join Scripps-Howard as traffic supervisor of its stations WCPO Cincinnati, WNOX Knoxville and WMC Memphis. Miss Hall replaces EVELYN EPPINGER and will headquarter in Cincinnati.

Rogers Is Named

JOHN L. ROGERS, former copy group head of Dancer, Fitzgerald & Sample, New York, has been appointed advertising manager of Plough Inc., Memphis, Tenn., and product advertising manager of Vick Chemical Co., New York. Mr. Rogers for 25 years has served as copy writer and copy chief of various New York and Chicago agencies.

The Nunn Stations

SERVE AND SELL IN

5 GROWING MARKETS

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

PAC Campaign for Free Time Observed by House Committee

CAMPAIGN activities of the CIO Political Action Committee, which has instructed local CIO councils to demand free radio time for PAC transcribed announcements, will be scrutinized closely by the House Select Committee to Investigate Campaign Expenditures, Chairman J. Percy Priest (D-Tenn.), revealed last week.

Following announcement that Robert B. Barker, former chief investigator and last general counsel of the House Select Committee to Investigate the FCC (18th Congress) had been named chief investigator, Mr. Priest said his committee would "look into" demands of the PAC for "free time" as announced early this month in the *CIO News* [BROADCASTING, Sept. 9].

"We have no complaints about CIO-PAC pressure for free time," said Chairman Priest, "but we will look into the overall campaign picture. If the PAC is demanding time of radio stations to broadcast its own political philosophy or to foster the candidacy of one candidate as against another, this committee might want to inquire into any possible violations of the Communications Act."

Rep. Priest said also that the committee might want to question certain radio commentators who have reportedly supported certain candidates and attacked opponents.

"We want to know whether these commentators are reflecting the views of their sponsors, whether they have been instructed to attack certain candidates and support others and whether there is a violation of the Communications Act," said the chairman.

Watch for Infringments

Committee counsel is studying the Communications Act and FCC regulations governing political broadcasts, he added.

"Our committee was given broad powers by the resolution creating it," said Mr. Priest. "If there is a violation of the Corrupt Practices Act or the political broadcast section of the Communications Act, this committee has jurisdiction to act."

Mr. Priest said questionnaires are being sent to various organizations, such as the National Assn. of Manufacturers, CIO-PAC and others to give the committee data. So far the committee had taken no affirmative action on any of several complaints already filed, he said, but probably would chart its course shortly.

"We plan to inquire into individual cases and not the general overall aspects," he explained. Rep. Priest said he did not think the NAM had engaged in political activities "as such" but added that "it's very influential."

Rep. Priest said that because of radio's potent power to reach millions of voters, candidates and their supporters are turning to the air. For that reason radio is expected to enter the committee's inquiries frequently.

Alluding to the CIO-PAC letter which went to CIO councils, urging them to file "vigorous protest" with the FCC if stations refused to carry the "free" PAC announcements, Rep. Priest said the committee would welcome cooperation of broadcasters who are asked to carry the announcements, whether or not the announcements are aired.

"The Communications Act is specific with reference to political broadcasts," said Chairman Priest, a member of the former House Committee investigating the FCC. Serving with Rep. Priest on the committee are: Reps. John Fogarty (D-R. I.), Oren Harris (D-Ark.), Carl T. Curtis (R-Neb.), Frank Fellows (R-Me.).

NETWORKS IN CUBA SIGN AGENCY PACT

NEW organization of 14 Havana advertising agencies has signed an agreement, effective Jan. 1, with the two Cuban networks calling for 15% commission to members of their association only, and requiring station salesmen to work through the agencies.

Name of the group is Asociacion de Agencias de Anuncios (Advertising Agencies Association). To be a member of the AAA an agency must have offices with technical personnel capable of designing advertising campaigns, must have at least 10 clients and an anual volume of $60,000. Other requirements are "banking relations and moral and economical solvency."

The agreement signed with the networks, RHC-Cadena Azul and Circuito CMQ, calls for 7½% commission to nonmember agencies having at least three clients, and no commission to advertisers placing direct, except for five specifically-named firms which have their own publicity departments. These are subsidiaries of Colgate-Palmolive-Peet, Procter & Gamble, and General Electric Co., and El Encanto and Fin de Siglo Dept. Stores.

The AAA is also negotiating with the principal Cuban newspapers.

Jolson Tribute

A SPECIAL TRIBUTE to Al Jolson will be broadcast Oct. 1 on MBS, 10:30-11:30 p.m., when the stage and screen star will receive a special plaque for his wartime services from the American Veterans Committee. James Walker, former mayor of New York, will act as m.c. of the program and such radio screen stars as Bob Hope, Eddie Cantor, Dinah Shore and Frank Sinatra will appear. Columbia Pictures will release film titled "The Jolson Story" in November.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

A Bird in the Hand
is Worth Two in the Bush
Uneasy lies the Head
that Wears the Crown
a Rolling Stone
Gathers No Moss
ERDOES

eproverbial Parade

The NBC Parade of Stars is now starting its fifth year of audience building.
Nothing Succeeds Like Success

The NBC Parade of Stars material has been in the hands of alert station promotion men since the first of August. ***The Early Bird Gets the Worm***

The NBC Parade of Stars fall network showcases, originated 3 years ago, will be heard in high-Hooper times Sunday, October 13 (from 4 to 6 p.m., EST) and Monday, October 14 (from 10:30 to midnight)—a three-and-a-half-hour sampler of the best in broadcasting. **Imitation Is the Sincerest Flattery**

The NBC Parade of Stars, more than ever, is decked with brilliant innovations and extravagant trimming—plastic bandboxes, new on-the-air promotion, listener-tailored space advertising. **You Can't Judge a Book by Its Cover** *but . . .*

The NBC Parade of Stars remains—basically—proven, effective promotion of The Greatest Shows in Radio. **The End Justifies the Means**

The NBC Parade of Stars is made possible by advertisers, talent, stations and the network, all using all media. **IN UNION THERE IS STRENGTH**

More listeners is the goal—more for advertisers, more for talent, more for the independent affiliated stations, more for . . .

A Service of Radio Corporation of America

AMERICA'S NO. 1 NETWORK

. . . the National Broadcasting Company

GRANDPA TOM AND THE YOUNGSTERS

Every Sunday morning at 8:30 over KFI, GRANDPA TOM OWENS (who is the same happy codger that conducts the Tom Owens participating program on this station weekdays at 6:30 a.m.) performs a welcome service for the children (?) by reading the comic strips from the Los Angeles Times. Assisted by our sound man, Jack Hayes, GRANDPA TOM brings alive such famous characters as: Dick Tracy, Joe Palooka, Li'l Abner and the indefatigable Tarzan. In fact, GRANDPA TOM manages to get through seventeen strips in the half-hour running time of the program, which means tremendous strength and breath saving for the myriad moms and dads in KFI's listening area who would normally have to buckle down to this task. (And just imagine facing the death of Breathless Mahoney with a hangover!) KFI schedules GRANDPA TOM OWENS as a sustaining feature for youngsters, but from the flood of congratulatory letters from parents received weekly by GRANDPA TOM, we might be justified in calling this a Public Service!

AND ANOTHER AWARD

The winning of outstanding awards for the KFI-Hollywood Bowl Auditions is an honor for this station that occurs rather frequently. We are indeed happy to announce that the National Phi Beta Music and Drama Fraternity conferred its 1946 Regional Award for the most outstanding radio music program to this KFI Public Interest series.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

AGENCIES

GERTRUDE SCANLAN, former local radio manager of BBDO's New York office, has been appointed national radio account representative on the Wildroot account. Miss Scanlan's sister, ELENORE SCANLAN, member of BBDO spot timebuying department, will succeed her as BBDO local radio manager.

BEN DONALDSON, Ford Motor Co. advertising manager, FRED FOY, manager of J. Walter Thompson Co., Detroit office, and PAUL DE FUR, radio and television executive on Ford account for JWT, arrived in Hollywood last week for opening of CBS Dinah Shore-Peter Lind Hayes show (Sept. 18).

PAUL BRITTON, chief radio copywriter of Raymond Keane Adv., Los Angeles, has resigned. MARILYNN MAU, former radio copywriter of National Recording & Film Corp. and WLS Chicago, replaces Mr. Britton.

ED HOLLEY, Jr., separated from AAF after three years of service, has joined Klitten & Thomas Adv., Los Angeles, as junior account executive.

GEORGE GALE has resigned as radio director of Pardee, Cash & Associates, Los Angeles.

JEANNE MATT, formerly of American Airlines, has joined Davis-Hood & Assoc., Los Angeles agency, as office manager.

CHARLES A. SHAW, after a brief absence, has returned to Hillman-Shane Adv., Los Angeles, as production manager.

EDWIN C. OPPENHEIMER, former production manager of Rose-Martin, New York, has joined Armando & Stansbury, New York, in the same capacity.

BETTY MANDERVILLE, producer and director with the Biow Co., New York, for nine years, has resigned. Miss Manderville was producer on "FBI in Peace and War", and director for "Crime Doctor."

JIM MORGAN has succeeded BUD ERNST as producer of Raymond R. Morgan Co. on MBS "Queen for a Day." JACK BAILEY, m.c., and FORT PEARSON, announcer, continue in respective assignments.

JOHNSON ADVERTISING SERVICE, Seattle, in an expansion move, is to open Los Angeles offices.

IAN WALLACE discharged after six years with the Canadian Army overseas, has been appointed manager of the London, England, office of McKim Adv., Toronto.

WILEY G. CLARKSON Jr., formerly in the radio department of Lord & Thomas and at one time producer and director with NBC New York, has joined Jim McMullen Adv., Fort Worth, Tex. He also is former program director of KNOW Austin, Tex.

C. B. ENGSTROM, formerly with J. Walter Thompson Co. and Williams & Cunnyngham, has joined the Chicago office of Advertising Engineers Corp. as account executive.

DOROTHY LAMB, formerly head of her own advertising agency, Lamb Adv., New York, has joined R. T. O'Connell Co., New York, as account executive.

HENRY BACH, president of Henry Bach Assoc., New York, Sept. 13 left for a month's business trip to England and France. While in London he will confer with his agency's British affiliates, Advertising and Marketing Ltd.

ROBERT B. BYRON, copywriter of C. Wendel Muench & Co., Chicago, has been appointed space and timebuyer of the agency. He replaces JACK FORD, who resigns to enter the oil business in Kansas City.

RUSSELL K. CARTER, partner in Gray & Rogers, Philadelphia, has been elected a director of the Golden Fleece Corp., New York, maker of facial tissues.

RAYMOND P. CALT has joined the creative staff of Fuller & Smith & Ross, New York, following service as signal officer with AAF in CBI theatre. He previously was advertising supervisor for United States Brewers Foundation and with BBDO.

YVES BOURASSA, radio director of Spitzer & Mills; NOLIN TRUDEAU, MacLaren Adv., and MARCEL PARE, CBC assistant director of production, all of Montreal, Oct. 1 are forming French Advertising Services, that city, to handle all types of French radio and other advertising productions.

PATRICIA CALVERT, formerly in the research department of Procter & Gamble Co., Cincinnati, has joined Small & Seiffer, New York, as account executive.

GEORGE WOLF, formerly with the NBC press department, has been appointed New York director of publicity for Foote, Cone & Belding.

STANLEY R. GRAHAM, former member of the copy staff of Kenyon & Eckhardt, New York, has joined Owen & Chappell, New York, as assistant to the copy director.

WQAM-FM Miami Now In Operation on Tests

NOW ON the air with equipment and program tests, WQAM-FM Miami is the first FM station to make broadcasts in Florida, duplicating the record of its parent, WQAM which claims to be first in Florida AM broadcasting.

WQAM-FM is on 95.5 mc with a temporary 250 w transmitter. Power will be increased to 10 kw as soon as the higher-powered transmitter becomes available. Sponsors whose AM shows are duplicated on FM will get the additional service free. Preparations are now being made to build a 391-foot FM antenna tower, 250 feet from the shoreline in Biscayne Bay. WFAW, forerunner of WQAM, began operations with a 50 w transmitter in 1920.

CBS Prints 500,000 Copies of Calendar

ONE-HALF million copies of the 1946-47 calendar manual for CBS *American School of the Air* series have been printed and are being distributed for use by listeners to the network's dramatized education series which resumes on Sept. 30, Monday through Friday, 5-5:30 p. m. This is the first time the manual is being made available to individual listeners; it was previously provided only to teachers, schools, and educational organizations.

Prepared by the CBS education division, the manual lists the 150 programs to be heard over the 30-week period from Sept. 30 to April 25, 1947, and a table of *School of the Air* national board of consultants, a partial list of universities from whose campuses G. I. students will participate in current affairs discussions on the air, a chronological calendar of the programs, and a full list of CBS affiliated stations.

Outlet Need Cited By Fla. Applicant

Says Everglades Lack Storm Warnings, Crop Services

STRIKING suddenly, the Florida Everglades hurricane of 1928 killed 2,500 persons. If the region had had a radio station and more people had owned sets, they might have been warned in time to leave. As it was, couriers in automobiles and trucks, who drove over the rich swampland spreading the word, were too late.

Although the devastation has been repaired and the Glades are booming with one of the richest vegetable crops in the nation, the region still is without a radio station. Tuesday the FCC announced an application had been tendered for filing by the Seminole Broadcasting Co. for a 1 kw daytime outlet at Belle Glade to be operated on 900 kc.

President of the company is J. Tom Watson Jr., son of the attorney general of Florida and former Army Air Forces pilot. Samuel L. Looney, ex-Army transport pilot and formerly with WRUF Gainesville, Fla., is vice president; Dr. R. G. Nelson, Tampa physician, treasurer, and Douglas Silver, former Navy radio officer, secretary. Both Mr. Watson and Mr. Silver have had radio experience at other Florida stations.

In a letter submitted with the application, Luther Jones, editor and publisher of the *Belle Glade Herald*, welcomed the possibility of a station, pointing out the need of a weather warning service. He said the local weather man frequently tries to distribute frost and rain bulletins by telephone. Although the 1940 census gave Belle Glade 3,806 persons, the town now claims 12,500. The county agent estimates the 1945-46 crop at $25,000,000 based on carloadings. Andrew W. Bennett of Bennett & Claggett is attorney for the applicants.

Mistakes in Statements

MISTAKES in statement made on new CKEY Toronto program, "My Mistake," are "caught" by listeners who submit them in weekly contest. Album of favorite records is awarded listener who records the most mistakes.

Don't say **TROY**

Say **TROY, ALBANY AND SCHENECTADY**

because you reach all three economically, effectively with

WTRY
ALBANY, TROY, SCHENECTADY

During the first two weeks of September an electrical power strike threatened to paralyze Pittsburgh, Pennsylvania for the third time this year.

All five Pittsburgh stations made every effort to cover the news as it developed.

When the strike threat abated after a court injunction, an independent research organization made personal interviews, asking 500 Pittsburgh business men and housewives this question:

> "Which Pittsburgh station, in your opinion, gave you the best service during the power strike emergencies?"

The results from 410 who expressed opinions were:

KDKA	36.1%
KQV	33.2%
STATION X	12.7%
STATION Y	10.2%
STATION Z	7.8%

And, of the 410 replies, these were divided as follows:

Housewives		*Business Men*	
KQV	37.2%	KDKA	35.9%
KDKA	36.2%	KQV	29.1%
STATION X	10.2%	STATION X	15.3%
STATION Y	8.2%	STATION Y	12.3%
STATION Z	8.2%	STATION Z	7.4%

Certainly, we take our hats off to the leader, KDKA . . . one of America's oldest stations . . . having 50,000 watts and affiliated with NBC.

But we point with pride to KQV's amazing response, especially among the women who had an opportunity all day and in the evening to select the station giving them the best service. They knew that in the previous emergencies KQV was first with the news . . . a service that won for us this year a Variety Magazine 'Oscar' for "outstanding spot news coverage."

This response from Pittsburghers adds much to the mountain of evidence that proves we are upholding our reputation as . . .

KQV . . . "PITTSBURGH'S AGGRESSIVE STATION"

NATIONAL REPRESENTATIVES: WEED AND COMPANY

PRODUCTION

WILL DOUGHERTY, former program director at WMBO Auburn, N. Y.; WRBL Columbus, Ga., and WTBO Cumberland, Md., is new program manager at WPIK Alexandria, Va. .

BOB McGILL has joined KGW Portland, Ore., continuity staff.

CHARLOTTE ADAMS, who conducts "The Run of the House" program on WQXR New York, Sept. 14 was married to Frank Hall Frasur, editor of the "Digest and Review."

CBS DIRECTORS and producers who formerly had offices on the 18th floor at 485 Madison Ave., headquarters of the network, have moved to the 14th floor, previously occupied by the Radio Sales Dept. which has moved to 501 Madison Ave. Latter address was formerly the headquarters of WNEW New York, which recently moved.

SGT. ERNEST JAY IRVING, announcer-newscaster of AFRS Los Angeles, is father of a boy.

HAL LELAND, formerly of KPRO Riverside, has joined KCMJ Palm Springs, Calif., as announcer-engineer.

FLOYD RICHARDS, WTIC Hartford, Conn., announcer, for second year is teaching a course in Radio Speaking and Announcing at Hillyer Junior College. **L. F. KENFIELD**, director of WTIC transcription library, is chairman of the committee to organize a Citizens Division of the Greater Hartford Community Council for "effective citizen direction and support of community welfare."

LARRY BERNS continues as producer of the CBS "Jack Carson Show." **DIANA BOURBON**, who handled program production during Mr. Berns' illness, continues as head of Ward Wheelock Co. Hollywood operations.

TOM McKEE, former announcer of WHEC Rochester, N. Y., has joined KGFJ Hollywood as disc m.c. handling nightly 12-6 a.m. "Midnight Special."

CARMEN DRAGON has succeeded **JOE LILLEY** as musical director of NBC "Don Ameche Show" for Drene.

ED BRADY, announcer of KGFJ Hollywood, married Mary Lou Montgomery Sept. 15. He also resigned from station to join speech department of Denver U. as instructor.

ALEXANDER FRIED and **ALFRED V. FRANKENSTEIN**, music critics of San Francisco Examiner and Chronicle respectively, have been signed as commentators for Safeway Stores Inc. broadcasts of San Francisco Opera season on United-Pacific Network stations.

JACK MEAKIN has been assigned Hollywood musical director of CBS "Joan Davis Show" starting Sept. 30. Delta Rhythm Boys, vocal group, also have been signed for that show.

MILT JOSEFBERG, Hollywood writer on NBC "Jack Benny Show," is the father of a boy.

WILLIAM J. DAVIDSON, program manager of KECA Hollywood, has been in St. Joseph's Hospital for a week undergoing minor surgery.

CREAN PATTERSON, announcer at WONS Hartford, Conn., is the father of a girl, Patricia Gail.

RICHARD FARR, who has transferred from the engineering to the announcing staff at KNAK Salt Lake City, is the father of a boy.

BESSIE BEATTY, women's commentator of WOR New York, is one of 13 prominent women in America who are subjects of "Topflight," a new book edited by Anne Stoddard and published Sept. 11 by Nelson & Sons. Section of book devoted to radio is titled "A Voice in Your Home" and is written by Latrobe Carroll, which includes Miss Beatty's biography.

GENE CRAWFORD, announcer at WGBF Evansville, Ind., is the father of a boy, Charles Pell.

BOB SIEVERS has assumed supervision of the production of all early morning programs as well as folk programs on WOWO Fort Wayne, Ind.

JUDITH WALLER, education director of NBC Central Division, had been named to the executive committee of the School Broadcast Conference, to meet in Chicago October 21-23.

FRANCIS HELM, women's program director of WBAP Fort Worth, Tex., has been appointed chairman of the Texas district of the Association of Women Directors of NAB. Miss Helm recently returned to WBAP after two years of service in the WAC.

RANDY BLAKE, now with WCKY Cincinnati following resignation from WJJD Chicago as assistant manager and program director [BROADCASTING, Sept. 9], has been assigned to conduct three of the weekday programs at WCKY. They are: "Barn Dance," "Daily Hit Parade" and "The Jamboree."

EDWARD G. WEBER, night supervisor of KOA Denver, has resigned to join the Veterans Administration in Denver.

TOM IVORY, former Navy lieutenant, has been placed in charge of copy and continuity at KNAK Salt Lake City.

CURT ROBERTS, program director of KHQ-KGA Spokane prior to Navy service, has joined KEVR Seattle, Wash., in similar capacity.

ARCHIE MacCORKINDALE, drama chief of CBC Vancouver studios for three years, has been moved to CBC studios at Winnipeg where he joins the production staff for the CBC prairie region. He is succeeded at CBR Vancouver by **MAVOR MOORE**.

LOU COOK, KECA Hollywood announcer, is father of a boy.

WIN WILLIAMS, announcer at WMT Cedar Rapids, Iowa, is the father of a girl, Christine Wynn.

ROY RILEY, formerly freelance in New York with appearances on WOR WABC WJZ, has joined the announcing staff of CJKL Kirkland Lake, Ont.

CARL MACK, former chief announcer at CKMO Vancouver, B. C., has joined the production staff of CKGB Timmins, Ont.

CLAY DANIEL, WEAF New York producer, is the father of a boy born Sept. 15.

FREDERIC P. LAFFEY, announcer at AFRS Los Angeles on shortwave operations, has been released from the Army as sergeant. He plans to return to WLAW Lawrence, Mass., as chief announcer, post he held before the war.

JINX FALKENBURG, heard with her husband, **TEX McCRARY**, on the "Hi! Jinx" program on WEAF New York, Mon. through Sat. 8:30-9 a.m., has been named chairman of the New York Committee for National Dog Week.

KPAC

MBS

BMB

Sigmund Rothschild

SIGMUND L. ROTHSCHILD, formerly heard on his own program on WOR New York and more recently a dealer in antiques and novelties in New York, died Sept. 16 at his home in the Bronx, N. Y. Mr. Rothschild, a decade ago, was heard on *Stories That Postage Stamps Tell* which was on WOR for approximately 10 years. Surviving are his wife, Beatrice Schappel, and two sons by a former marriage.

Renews on ABC

CLUB ALUMINUM PRODUCTS Co., Chicago (aluminum household utensils) Oct. 14 for 13 weeks renews sponsorship of *Club Time* on ABC, Mon. 10:45-11 a. m. Agency is Trade Development Corp., Chicago.

NEWS

TOM CARR and **DENNIS JAMES**, sportscasters, are the announcers of the New York Yankee Professional football game telecasts which started Sept. 14 under the sponsorship of the Ford Motor Co. on WABD New York, Du Mont television station. Mr. James has been assigned to do the play by play description of the gridiron action while Mr. Carr does the color for the Yankee games and handles commercials for Ford between halves. Mr. Carr works from Du Mont's John Wanamaker studios in New York while Mr. James announces from Yankee Stadium in the Bronx. Agency for Ford is J. Walter Thompson Co., New York.

Overseas

SENDING news writers abroad for a short period to broaden their perspectives is a new WOR New York policy just announced by Dave Driscoll, WOR news and special features chief. He also announced that Edgar F. Higgins Jr. inaugurates policy in leaving Sept. 18 for the Scandinavian countries. When he returns other WOR news writers will be sent overseas.

ROBERT HOUGH, assistant superintendent, Senate Radio Gallery, discharged last month from the Navy as yeoman 2/c, has returned to his peacetime job. "Bobby," as commentators know him, enlisted at 17, saw service in Sicily and Africa.

KOAD Omaha (FM) sports broadcasts are being handled by members of the Omaha World Herald sports staff. Nightly round-up, "The Six O'Clock Sports Club," is conducted by **FLOYD OLDS**, sports editor of the paper, and other members of the World Herald staff.

HARRY W. FLANNERY, CBS news commentator, Sept. 26 starts course "Eyes Front In a Cockeyed World," dealing with social problems, at Immaculate Heart College, Los Angeles.

GEORGE McWILLIAMS, member of the news and special events department of KOA Denver, resigns to join War Assets Administration.

RAYMOND SWING, ABC commentator, was one of 15 American recipients of France's Legion of Honor at ceremonies in the French Embassy, New York, last week. Presentation was made by Henri Bonnet, French Ambassador.

CORNELIUS O'DEA, manager of ABC Central Division news and special events department, and **GERALDINE GOESKE** of ABC program department, were to be married in Chicago Sept. 21.

Schenley in 11

SCHENLEY DISTILLERS, New York (Cresta Blanca Wine), Sept. 16 started a spot announcement campaign in 11 markets for 13 weeks. BBDO, New York, is agency.

THE SPORTS STATION OF THE NATION!

- N. Y. Giants Pro-Football
- B'klyn Dodgers Baseball
- N. Y. Rangers Hockey
- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

You get up to DOUBLE THE AUDIENCE AND MORE!

TOPS IN RADIO

Copyright 1946, WAKR

ABC NETWORK
5000 WATTS
Day and Night
WEED AND CO.
National Representatives

WHEN YOU BUY WAKR AKRON

WAKR'S average ratings on 41 ABC day and night shows are TWICE as large as the national average*

here are a few good examples –

PROGRAM	NATIONAL RATING	WAKR RATING
Breakfast Club	6.0	20.4
Breakfast in Hollywood	8.2	18.8
Ted Malone	4.2	12.8
Glamour Manor	4.2	14.1
Jack Armstrong	4.6	12.0
The Sheriff	8.9	14.9
Alan Young	5.3	12.4
Gang Busters	9.1	13.1
Woody Herman	3.4	12.4
Your F. B. I.	9.7	15.5
Home Edition	5.2	17.4
Hymns of All Churches	2.8	11.2

*HOOPER RATING, DECEMBER, 1945, THROUGH APRIL, 1946

WAKR
First in Listeners!
TOTAL RATED PERIODS *

HIGHER SPEEDS LOWER RATES!

NOW! THE LID IS OFF!
MORE PLANES, MORE FLIGHTS — FOR EVERYBODY
PRIORITIES NO LONGER NEEDED!

MANY SHIPMENTS now travel at air-speeds up to five miles a minute in the swift new planes that have joined Airlines' fleets—bigger planes that make more space available for all kinds of traffic.

LOW RATES include special handling—pick-up and delivery—in all major U. S. towns and cities. (Often same-day delivery.) Rapid air-rail schedules to and from 23,000 off-airline communities in the country.

FOREIGN SERVICE direct by air to and from scores of countries — the world's best service, in the world's best planes.

WRITE TODAY for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Ave., New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

RATES CUT 22% SINCE 1943 (U. S. A.)					
AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07c
249	1.02	1.18	2.30	3.68	9.21c
549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c
INTERNATIONAL RATES ALSO REDUCED					

AIR EXPRESS
GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

SPONSORS

ADAM HAT STORES, New York, has appointed the Biow Co., New York, effective Oct. 20 to handle its advertising. This marks the account's second change in agencies this year. Formerly handled by Buchanan & Co., the account moved to LaRoche & Ellis and now Biow takes over. The firm formerly sponsored the fights on ABC and has had a spot announcement campaign.

FORD CHEMICAL Corp., New York, has appointed Raymond E. Nelson Inc., New York to handle its advertising. Starting Oct. 15 firm will sponsor seven quarter-hour programs weekly on a New York City station, to be announced this week, for Ford's Sulphur Solution, antiseptic preparation. The schedule will be increased to national coverage as campaign gets under way.

LOS ANGELES DONS (Los Angeles professional football team), Sept. 10 started spot announcement campaign on all independent Los Angeles area stations. Contracts are for 13 weeks. Agency is Brisacher, Van Norden & Staff, Los Angeles.

P. WESLEY COMBS, partner of Radco Adv., New York, has been appointed vice president of Para Ti Corp., New York, in addition to his duties at Radco

BLAINE FABER, former advertising and sales director of Para Ti has relinquished that post and will serve as sales director and secretary. Para Ti Corp. has appointed Hal A. Saltzman Assoc., New York, to handle its advertising, following resignation of Radco Adv., which formerly placed all Para Ti advertising.

AIR-MAZE Corp., Cleveland air conditioner, has appointed BBDO Cleveland to handle advertising. Account formerly was handled by Fuller & Smith & Ross, Cleveland.

DAVID SPENCER Ltd., Vancouver (department store), Sept. 28 starts Saturday morning half-hour swingtime show for teen-age listeners on CKWX Vancouver. Program originates in store's main dining room which seats an audience of 500 students, and features leading Vancouver dance orchestras. Company uses two other half-hour live talent programs each week on CKWX. Account is placed direct.

PINEX Co., Fort Wayne, Ind., will sponsor the 10-10:30 p.m. (CST) portion of the WLS Chicago Saturday night "National Barn Dance" effective Oct. 5. Russel M. Seeds Co., Chicago, handles Pinex account. Pinex sponsorship completes 7:30-10:30 p.m. commercial on the "Barn Dance," with Keystone Steel & Wire Co. taking over 8-8:30 p.m. portion dropped last month by Miles Labs. on NBC in favor of "Roy Rogers Show." Other sponsors are Phillips Petroleum, Murphy Products Co. and Flex-O-Glass Mfg. Co.

THE TRAVEL BUREAU Inc., Berkeley, Calif., through Ad Fried Adv., Oakland, is advertising all-expense chartered vacation flights to Hawaii. Southern California radio is included.

HATCHER, Fort Wayne, Ind. (Ford dealer), is sponsoring full broadcasts of nine big college and conference football games this fall on WOWO Fort Wayne. Schedule runs Sept. 28 through Nov. 30.

PHILADELPHIA LEATHER GOODS Corp., Philadelphia, has named J. M. Korn & Co. of that city to handle advertising.

TAYLOR'S, Oak Ridge, Tenn., department store, has signed for Mon.-Wed.-Fri. 4:15-4:45 p.m. "Oak Ridge Requests" program on WNOX Knoxville. Opening of store was highlighted in half-hour remote special event on WNOX.

CLAUSSNER HOISERY Co., Paducah, Ky., has appointed Prater Adv., St. Louis, as agency.

KRESGE - NEWARK Department Store, Newark, N. J., Oct. 9 resumes sponsorship on WAAT Newark of the "Junior Town Meeting," Wed. 8:05-8:30 p.m. Three weeks after program makes its 1946 debut, time will be changed to 8:05-8:45 p.m. Series will be preceded by a dinner Oct. 2 at which public school superintendents, principals, headmasters and teachers from more than 100 northern New Jersey secondary schools will be in attendance. Business is placed direct.

D. L. & W. COAL Co., Toronto (Blue coal), Oct 1 starts transcribed half-hour program "The Shadow" weekly on CKEY CHEX CKWS CFPL CKCR CKNX CKCO CFCF. Agency is Vickers & Benson, Toronto.

NETWORK ACCOUNTS

Net Renewals

AMERICAN TOBACCO Co., New York. Sept. 29 renews Jack Benny show on NBC Sun. 7-7:30 p.m. Agency: Foote, Cone & Belding, N. Y.

RALSTON PURINA Co., St. Louis, Oct. 5 for 52 weeks renews "Checkerboard Jamboree" on MBS, Sat. 12 noon-1 p.m. (CST). Agency: Gardner Adv., St. Louis.

BORDEN Co., Toronto (milk, ice cream), Sept. 16 renewed "Canadian Cavalcade" on 28 Trans-Canada network stations, Mon. 8-8:30 p.m., with repeat for Pacific coast 11-11:30 p.m. Agency: Young & Rubicam, Toronto.

Net Change

WILDROOT Co., Buffalo, Sept. 29 switches "The Adventures of Sam Spade" from ABC Fri. 8-8:30 p.m. to CBS Sun. 8-8:30 p.m. Agency: BBDO N. Y.

Data Book Ready

COPIES of the latest *Statistics of the Communications Industry in the U. S.*, covering the year ended Dec. 31, 1944, are now available at the office of the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price is 40 cents. Prepared by FCC's Accounting, Statistical and Tariff Dept. under the direction of Chief Accountant William J. Norfleet, the 266-page volume contains 1944 financial and operating data relating to standard broadcast stations and communication carriers.

DIRECT radiotelephone service has been set up between Virgin Islands and San Juan, P. R., through joint facilities of All America Cables and Radio Corp. of Puerto Rico, operating subsidiary of IT&T.

NO RECORDS BROKEN!

New "Platters 'n' Chatter" show on just a month. No records broken . . . of either kind. But this afternoon participator is building fast, with few spots still open.

KSFO
San Francisco
UNIVERSAL RADIO SALES
New York Chicago San Francisco
Los Angeles Seattle

RCA Table Television Set Models Exhibited

RCA table-model video receivers that will go on sale early in November were shown to the company's distributors Wednesday at a closed meeting at the Hotel Pennsylvania, New York. Distributors also were shown two console models, one a large-screen projection receiver, although the company is not planning to make these immediately. Joseph B. Elliott, vice president in charge of RCA Victor home instruments, announced that the company's factory service engineers are now installing receiving antennas in dealers' stores to enable them to make satisfactory demonstrations of video reception.

He said that a similar plan for insuring good reception on RCA sets that are sold has been worked out, calling for factory service engineers to install each receiver sold and supply antenna, antenna installation, instruction in operating the set and a year's service, all for a single reasonable charge. Distributors are planning dealer meetings on television in areas served by video programs in the near future, with similar meetings to be held in other cities as stations are built.

REL Delivers 15

RADIO Engineering Labs., Long Island City, N. Y., as of Sept. 16 has delivered 15 new FM transmitters to broadcasters, all of which are now on the air, REL announced last week. Stations are: W2XMN WINX-FM WDRC-FM WTIC-FM WENA WNBF-FM WGTR WMIT WIL-FM WRCM WRAL WMTW KTHT WGAL WMFR. All are 1 kw models with exception of WGAL which is 250-w unit. Deliveries on high powered equipment are expected to start before the end of the year, REL stated.

Clements to Stovin

WILF CLEMENT, formerly of H. N. Stovin & Co., Toronto, station representative, has joined George Taggart Productions, Toronto.

NBC on 590 is a WOW for OMAHA Plus

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

TECHNICAL

HAROLD WOLFE, formerly with WENC Whiteville, N. C., is new addition to engineering staff of WPIK Alexandria, Va.

RAY WARD has joined engineering staff of KFOX Long Beach, Calif.

GENERAL ELECTRIC Co. Electronics Dept., Syracuse, N. Y. (Specialty Division), has announced new line of composition resistors for radio serviceman and other users of electronic equipment. Capable of being operated at full rating in ambient temperatures up to 70 degrees (168 degrees F.), resistors are available in standard RMA resistance values and in sizes of one-half, one and two watts.

DEAN SALMANS, previously with KUTA Salt Lake City, and **ROLLIE WAGSTAFF** are new additions to the engineering staff of KNAK Salt Lake City.

TOM WATSON, chief engineer of CJKL Kirkland Lake, and Mrs. Watson, formerly **JENNY SHAHEEN** of CJKL traffic department, are parents for the first time—a girl.

JACK EDEY has joined the operating staff of CHEX Peterborough, Ont.

BOB KNAPP, engineer at WCKY Cincinnati, is the father of a girl.

IBEW UNION LABEL ACTION IS DELAYED

IBEW campaign on the West Coast, designed to restrict transcriptions to those cut by its members, will be submitted to the union's Broadcast Advisory Commitee when D. W. Tracy, new IBEW president, takes office Jan. 1. Action on the plan to require a union label on transcriptions was deferred at the annual convention held in San Francisco Sept. 2-11.

Complete change in IBEW relations with broadcasting may develop when the new president takes office, according to informal union advices, with possibility that uniform national policies may be adopted on all matters pertaining to broadcast technicians.

The union label plan, which potentially could be extended to all transcriptions and recordings, was devised at IBEW Local 1245, embracing the northern two-thirds of California and adjoining areas. This local has operated somewhat as an autonomous unit, the radio staff at national headquarters not having direct supervision over its activities. The local reports directly to a regional vice president.

At the San Francisco national convention the union label problem, covering electrical and industrial equipment as well as transcriptions, was discussed but no organized action was taken on the transcription phase of the problem.

WGAY Plans

ASSIGNED call letters WGAY, the Tri-Suburban Broadcasting Corp., AM and FM permittee for Silver Spring, Md., announced completion of plans calling for a 2000-sq. ft. building to house its studios. Construction has been authorized by CPA. Two-story building will be of modern design, constructed primarily with non-essential materials. Standard daytime station will operate on 1050 kc with 1 kw.

MOTION PICTURES Can Give You TELEVISION Market CONTROL!

New television stations are springing up all over the map.

But *only film* can develop new television markets for you . . . instantly . . . effectively . . . economically.

Only Film makes possible selective marketing, *without* costly individual programs—expensive rehearsals—telephone line charges—time zone differentials.

Only Film can guarantee repeat performances of uniform quality—identical selling messages.

Only Film will assure you perfect lighting—absolute focus—flawless dialogue.

In TELEVISION...
...FILM removes the question mark.

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film — The Backbone of Television Programming."

RKO TELEVISION CORPORATION

TELEVISION RKO CORPORATION

Dept. BG-7, 1270 Avenue of The Americas, N.Y. 20, N.Y.
A Radio-Keith-Orpheum Corporation Subsidiary
*Copyright U. S. Pat. Off.

ALLIED ARTS

JACK W. MYERSON, former Boston manager of Decca Records Inc., has been appointed general manager of World Broadcasting System, New York, Decca subsidiary. A charter member of the Decca organization, having been with the company since its inception in 1934, Mr. Myerson held the post of merchandise manager of the phonograph and accessories division before becoming Boston manager.

ELAYNE F. FOX, formerly with Radio Daily, has joined International Media Corp., Radio Productions Inc., New York, as director of publicity and promotion.

HOPKINS SYNDICATE, Chicago, is releasing open-end disc package featuring Dr. George Crane, syndicated columnist and head of "The Worry Clinic," Chicago. Series would be air version of Doctor Crane's case histories. Show due for release in two weeks, transcribed by World Broadcasting System.

I.M.C. RADIO Productions, New York, is producing open-end transcribed musical quiz series, "Tune Topic Time." Series of 39 shows to be ready in about a month.

JAMES LANNON has resigned as art director of Buchanan & Co., New York, where he handled Du Mont television and Welch products. He leaves week of Sept. 27 for three-month tour of Mexico and South America as representative for several American publications.

JOHN GUEDEL RADIO PRODUCTIONS, Hollywood packager of seven transcontinental shows per week, announced start of transcribed plans with creation of new division known as Vest Pocket Transcriptions headed by **IRVIN ATKINS** and **OWEN JAMES**. Coincident with this, firm announced sale of five-minute, thrice weekly "Vest Pocket Mysteries" to Economical Radio and Appliance Co., Detroit, starting Sept. 23 on WWJ that city. Cooperative sponsorship by several food markets of six weekly "Five Minute Marketing" on KGB San Diego also was announced. Both contracts are for 52 weeks.

H. EMORY ELLIS, radio officer for the Netherlands Information Bureau, New York, flew to Holland on Friday to discuss future broadcasts to this country with government officials. Mr. Ellis expects to remain abroad several weeks and has agreed to send WEEI Boston, WNEW and WMCA New York, WFPG Atlantic City, WNBF Binghamton, WAAT Newark, WIP Philadelphia and WTHT Hartford recorded interviews with former residents of those cities now living in Holland.

FREDERIC W. ZIV Co., Cincinnati, is offering new half-hour transcribed series featuring Wayne King and orchestra and Singers Larry Douglas and Nancy Evans. Show is planned for 52-week presentation. Ziv also has placed its "Philco Vance" disc series under local and regional sponsorship (once weekly for 52 weeks) on ABC California network. WDAD, WJAC, WFBG WMRF WFMJ WNAC WEAN WONS WAAB WGAN WFIL WICC.

ADMIRAL Corp., Chicago, has appointed Hennigh's Inc., Wichita, Kan., and Earle Appliance Distributors Inc., Escanaba, Mich., as distributors of Admiral products in those areas.

OCCUPATIONAL INDEX Inc., New York U., has published three Occupational Abstracts, the first of which covers employment prospects in advertising. Six-page leaflet describes nature of work, availabilities, training required, earnings, number and distribution of workers etc.

JOHN J. KELLY, publicity director of KYW Philadelphia and with station since 1940, has resigned to join the radio department of Carl Byoir Assoc., New York. During war he served in Marines.

S. M. FINLAYSON, general manager of Canadian Marconi Co., Montreal, has been elected a director of that firm.

CHARLES MICHELSON Inc., New York, has appointed RCA Victor Co. Ltd. of Canada as exclusive distributor for both Gannett and Speedy-Q sound effect record libraries throughout Canada.

MITCHELL HAMILBURG AGENCY, Hollywood, has cut audition record of "Hoosier Town," new program featuring Hoosier Hotshots, hillbilly novelty group. Series is designed for three-weekly presentation.

VETERANS GUIDANCE in Advertising and Selling, New York, since organization in June 1945 has placed more than 2,000 former servicemen in positions. Organization was formed under auspices of 28 advertising and selling associations.

J. HOWARD LUMPKIN, director of radio at U. of Texas since 1939, has organized his own radio production agency, Programs Inc., in Austin. Firm will seek to develop new Texas talent.

ELBERT J. HALING, publicity-continuity director for WFAA WBAP KGKO before four years in AAF, has transferred from OPA Radio Dept., Fort Worth, Tex., to writer for Veterans Administration Tri-State Area with headquarters in Dallas.

KOCY-FM Now on Air Duplicating AM Shows

OKLAHOMA'S first FM station, KOCY-FM Oklahoma City, made its air debut last Monday (Sept. 16) with a program schedule calling for 116½ hours a week. The station is on 98.5 mc (Channel No. 256), and its authorized power is 176 kw.

M. H. Bonebrake, general manager of Plaza Court Broadcasting Co., licensee of KOCY and KOCY-FM, said the present reduced power will be increased as soon as possible to the full authorization. Many of KOCY's programs are being duplicated over the FM outlet. Station operates from 6:30 a. m. to 10:15 p. m., Monday through Friday, on Saturday from 6:30 a. m. to 7 p. m and on Sunday from 7 a m. to 10:15 p. m. Mr. Bonebrake said the station engineers were so anxious to get FM on the air that they worked from midnight to 6 a. m. until the job was completed.

ABC Revises Program Times for Seven Shows

ABC announced last week that *Forever Tops*, sustaining program formerly heard on Mondays, 9:30-10 p. m., will be expanded into a full hour show on Sept. 29 when it switches to Sundays, 8-9 p. m. At the same time *The O'Neills*, formerly on Wednesdays, 9:30-9:55 p. m., will be heard Sundays, 6:30-7 p. m., and *Dark Venture*, previously Saturday, 8-8:30 p. m., will be heard on Sundays, 7:30-8 p. m.

Other program time changes announced by ABC last week included: *Stump the Authors*, formerly Sundays, 4-4:30 p. m., to Saturdays, 8-8:30 p. m., effective Sept. 28; *Johnny Olsen's Rumpus Room*, formerly Saturdays, 1:30-1:45 p. m., effective Oct. 7 moves to Mondays, 9:30 p. m., and News Commentator Earl Godwin, formerly Tuesdays, 8:15-8:30 p. m., effective Oct. 7 moves to Mondays, 8:15-8:30 p. m.

Milestones

FOR THIRD consecutive year KDYL Salt Lake City will carry *It's a Strike*, Sat. 6:45 p. m. program for the tenpin fraternity which is sponsored cooperatively by Salt Lake bowling alleys. To start Oct. 12 under 26-week contract, program features interview with bowler of the week, tips on how to bowl, musical interludes and general game gossip. . . . Leo (Skippy) Downs, salesman at WIS Columbia, S. C., in October celebrates his 16th anniversary with that station. . . . WQAM Miami, Fla., last week on special program observed air appearance of 500th veteran on station's public service features, *Veterans Available*. Carried since last spring, program cooperates with U. S. Employment Service in bringing together veterans and possible employers. . . . Twentieth anniversary year celebration of WKBN Youngstown, Ohio, has been tied-in with 100th successive annual presentation of the Canfield Fair (Mahoning County Fair). Station reports 156,000 listeners visited WKBN auditorium tent at fair from which broadcasts and displays were presented. Station also conducted home-made tractor contest in addition to other promotion features.

WWL's FM Begins

WWHL, FM station owned and operated by Loyola U., New Orleans, went on the air Sept. 12, operating on 94.9 mc and powered by a Federal FMTB 3 kw transmitter in the tower of the American Bank Bldg. in New Orleans. The station will use the Roosevelt Hotel studios of WWL, Loyola's 50 kw AM station. J. D. Bloom Jr. is chief engineer.

TAILOR-MADE PROMOTION

CJOR's promotion is tailor-made, adapted to the particular needs of each campaign—for no two promotional problems in radio can be measured by the same standard. That's why CJOR depends on originality and research in tackling your promotional problem. The result is a TAILOR-MADE plan of promotion!

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 20th YEAR
5000 Watts, 600 K.C.

* CJOR
VANCOUVER B.C.
CBC-DOMINION NETWORK

An All-Time Favorite

PLAY FIDDLE PLAY

Published by
EDWARD B. MARKS MUSIC CORP.

• • •

Performance Rights
Licensed Through
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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

LAST CALL . . . only 276 Atlases left . . .

Invaluable to:
Stations
Networks
Applicants for Licenses
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Advertisers
Agencies, etc.

Edition Limited
Only $25.00

THE WHOLE ALLOCATIONS PICTURE

Including Directional Antenna Patterns and Supplements to Date of Purchase

of the

1659 STANDARD BROADCAST STATIONS

In the United States, Canada, Cuba and Mexico (Including those under construction)

"Standard Broadcast Allocation Maps" is the book for which the radio industry has been waiting. Based upon the largest active file of Directional Antenna patterns in the U.S., this book gives you, at a glance, the whole allocations picture, presents this information by frequencies—the most convenient and graphic form. The outlines are not to be interpreted as coverage contours.

Here are a few things this book does:

1. Gives a rapid, preliminary answer to any allocation problem
2. Enables the reader to evaluate the probable effect of pending applications
3. Gives a clear working picture of conditions in any given channel
4. Permits quick, pictorial evaluation of hard-to-visualize engineering reports
5. Helps make preliminary studies of available facilities
6. Provides ready reference to the relative merits of day and night assignments

This volume of 106 maps measuring 11" x 17", will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies. Order your copy from Mutual's Engineering Department. Only $25.00 the copy.

Published by The Engineering Department of

MUTUAL BROADCASTING SYSTEM

World's Largest Network

Engineering Dept., Mutual Broadcasting System
1440 Broadway, New York 18, N. Y.

Please send me_____copies of "Standard Broadcast Allocation Maps" @ $25.00 each.

NAME _____

COMPANY _____

ADDRESS _____

Check Enclosed ☐ Bill Us ☐ C.O.D. ☐

More than just a few advertisers have wanted to give 3 cheers for the WLAW market. 3 states wide, 2 billion dollars rich, and over 2 million listeners to hear. Send for data.

5000 WATTS 680 Kc.

Basic Station
American Broadcasting Co.

50,000 WATTS
SOON!!

WLAW
LAWRENCE, MASSACHUSETTS

Nationally
Represented by
WEED & CO.

Second Class Operators Suggested

Final Letters Present Ideas on Schultz Proposal

HERE are four more letters reflecting divergent (and heated) views on the subject of the first-class operator rule for small stations. Others may have ideas on the issue, but we think a total of eight letters is enough. Herewith, then, a long pause for FCC announcement.

SUPPORTS SCHULTZ

EDITOR, BROADCASTING:

I am sending this as my support to Mr. John W. Shultz's open stand on the question of using restricted operators in 250 watters, as I am the manager of a 250 watter, who happens to posses a first class operators license. I have possessed one for the past sixteen years.

I opened WPUV on May 30th with an operating staff consisting of one first class operator (chief engineer) and two third class restricted operators. This station has functioned fine since the day it opened and the third class operators performed exceptionally well both as operators and announcers.

Our logs will show that WPUV has lost approximately one hour due to technical difficulties since going on the air. The chief engineer has always been on call.

Today, my operating staff consists of one full-time first class operator (chief engineer) and two part time first class operators with one third class operator left. The only one doing a combination job that is acceptable on the air is the third class operator, who of course must have a first class operator on duty with him. (And you don't get them for hay.) Necessarily, my overhead has gone up and my air production has gone down. It is not pleasing either the public or the station owner.

I do not mean to take issue with the Commission on its order to have us use first class operators, for I know that first class operators are real technicians and have to be to get their tickets. But as a practical manager of a 250 watter, I see no reason why the station can't and won't be run with the proper degree of efficiency, so long as there is a first class chief on call. It is true that maybe we'll lose a few extra minutes at one time or another, by not having a first class man on deck at all times, but one thing certain is that WE WILL LOSE OUR AUDIENCES, if we have to use the first class operators as combination announcer operators. The voice and the technical tendencies just don't seem to run together and I have been in this game for twenty years. It is a real rarity when you find a genuine first class man who is also an announcer.

Had I not had a first class operator's license myself, I would have had to shut WPUV off the air. For even now, I have to work most of the shifts with my third class operator. In my case the station and myself are suffering both physically and financially, on account of the 91-D order.

I think that NAB's consideration of asking for a special class of license for operators at 250 watters is a grand move. I wholeheartedly am throwing my support both to Mr. John W. Schultz and to any move that NAB may take in the same direction. Mr. Schultz and I are operating in similar markets. I know what his problem is, for I have it too.

Robert C. Wolfenden
Manager
WPUV, Pulaski, Va.

September 10, 1946

* * *

THREE COMPLAINTS

EDITOR, BROADCASTING:

I have read with astonishment the mouthings of the supposed public minded owners of radio stations which have appeared in your publication since the start of this year. Three points have been made by these men, and all three prove their irresponsibility and utter lack of common intelligence required to operate as important a public service as radio broadcasting.

Complaint No. 1—Too many licenses are being issued by the FCC.

Hooey! Why don't these supposed gentlemen tell the truth? They've had a hay day—produced programs designed to get one thing only, spot announcements sponsors. As a whole programming by the smaller stations has been awful. Tall tales about not having enough money to hire good program directors are phoney, most of the stations just took what the networks fed and then interspersed spot announcements between them. Even local shows were poorly done and recorded shows showed a lack of good taste and intelligence. What they really fear is competition from well programmed stations.

Complaint No. 2—Engineers with first class tickets are now required instead of combination engineers and announcers who have no such permit.

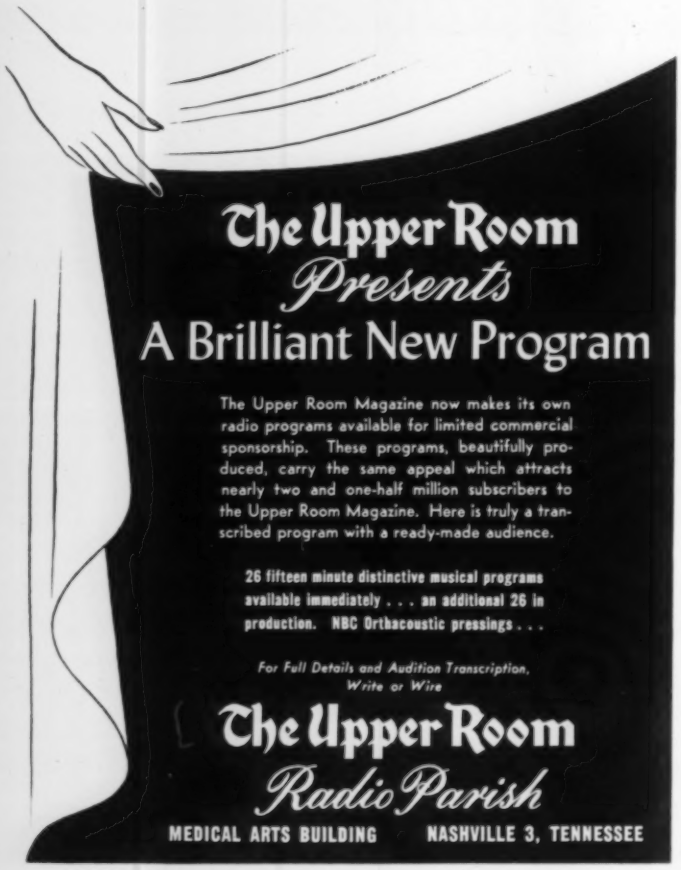
Too bad. The boys on the you-'all circuit have paid low salaries and slaved their engineers to do announcing, disk-jockeying and in some cases time selling for a long time now. Profits are going up. Now along comes FCC and says "You'll have to hire engineers only with first class tickets." Profits will go down slightly—and to make matters worse the engineer-announcers won't have to work 20 hours a day. Tears for the station owners and Simon Legree.

Complaint No. 3—Those old "Blue Book Blues" again.

Maybe the Blue Book wasn't perfect, but it was time somebody let go with a blast at the bum programming and outright lying by some station owners.

What a sight! Owners of radio

(*Continued on page 66*)


The Upper Room
Presents
A Brilliant New Program
The Upper Room Magazine now makes its own radio programs available for limited commercial sponsorship. These programs, beautifully produced, carry the same appeal which attracts nearly two and one-half million subscribers to the Upper Room Magazine. Here is truly a transcribed program with a ready-made audience.
26 fifteen minute distinctive musical programs available immediately . . . an additional 26 in production. NBC Orthacoustic pressings . . .
For Full Details and Audition Transcription, Write or Wire
The Upper Room
Radio Parish
MEDICAL ARTS BUILDING
NASHVILLE 3, TENNESSEE

"BUT MR. CULPEPPER, A NERN STATION SAID THIS NEW FAN WOULD CUT DOWN OFFICE FATIGUE."

And smooth everyone out, too — including the boss. When he recovers his balance he will discover that his well-intentioned secretary had only his welfare at heart—and that heart belonged to a NERN station. Naturally, she wanted the biggest and the best—even though it was designed for use at Willow Run.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England -- where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation s retailed goods are consumed annually

New England -- where 11% of the capital resources of U S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit
San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal"

ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

Letters

(Continued from page 64)

stations who yell all over the place their belief in "Free Enterprise" but oppose the Government's allowing any competition to exist against themselves; leaders in their communities, but opposed to good engineering in their own industry; violators of everything decent in programming who yell "foul" when the Government points out their violations.

No, I'm not a Republican nor a New Dealer. No, I'm not a union official, just a businessman who is an applicant for his own station in upstate New York.

Bernard K. Johnpoll
Washington, D. C.

September 14, 1946

* * *

SECOND CLASS OPERATORS

EDITOR, BROADCASTING:

I have followed closely the operator discussion being carried on through your columns and have been struck with the omission of one important feature—that of the position played by second-class operators.

These operators are required by law to have at least a rudimentary knowledge of radio-telephony. Many important services such as weather and aircraft depend on the skill of second-class operators. They know what things are necessary to keep at least simple equipment on the air and on frequency and can perform minor repairs.

Now, why would it not be possible for 250 watt locals to carry one first-class man as chief with the other two or three operators holding second-class tickets. These men could accomplish much more than a restricted operator, and, if the FCC regulations were eased, could learn enough from their work to eventually make their first-class licenses.

This plan seems to me to be more practicable than using either all first-class men—now almost an impossibility—or using restricteds who are unable to do even simple repair work.

In short, have a technician on duty at all times, but require only one first-class man, allowing seconds to do relief work.

E. H. MUNN Jr.
Manager
Tower Hill Sound Service
Hillsdale, Mich.

September 11, 1946

* * *

DISAGREES

EDITOR, BROADCASTING:

John W. Shultz' letter in BROADCASTING of August 26 made me almost as angry as Mr. Shultz seemed to be. Then I felt sorry for the guy. I sympathize with the management of the 250 watters in their inability to find operators, but the statement Mr. Shultz makes that "the money saved in not hiring a first-class operator" would be used to further "public interest" and other programs is certainly an astounding admission.

The average wage, per week, of operators is about $40.00, surely not much more than needed for cost-of-living. Would Mr. Shultz pay his third-class men *less* than this?

Another manager of a 250 watt station said that he could get along with one first class man, because the rates of a 250 watter were so low the loss of time, while the first class man was being located and brought to the transmitter in event of a failure, wouldn't bother him. Has he, and Mr. Shultz, by implying the same attitude, lost sight of the "public interest, convenience and necessity" under which they operate? Additional programming in the public interest would seem to me also to require that the station continue operation with as little interruption to service as possible.

Mr. Shultz says, and perhaps with justification, that some of his operators wanted to "tinker with the transmitter" etc., presumably causing Mr. Shultz' operations to be disrupted, and about which he got rather angry. Who hired his engineers, what qualifications did they have,—some fly-by-night correspondence school six-week diploma, memorizing of the qualifications for a first-class ticket? I think Mr. Shultz, and any manager, or chief engineer, is to be blamed if they hire incompetent men, whether they're engineers, operators, salesmen or announcers.

I certainly agree with Mr. McFarland and Mr. Taylor, in their rebuttal letter, that first-class operators and engineers are necessary; if the cash for the trip to Washington was spent on good engineering, the original letter regarding this controversy would not have had to be written. Station managers are all prone to forget that the engineering of their station is first; without it they couldn't operate, not only because the FCC requires good engineering, but I don't know many managers who can run a transmitter. Even a 250 watt transmitter is a bit more complicated than a 5 tube ac/dc BC receiver.

With the AM band becoming more crowded each week, good first class men with ability and knowledge are more than ever a necessity. Especially is this true for the 250 watt station, whose deviation from assigned channels and engineering standards would raise h . . .

Mr. Shultz has the courage of his convictions, and I defend his right to them: but I just as bitterly disagree.

DON V. R. DRENNER,
Engineer
Coffeyville, Kan.

September 10, 1946

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ACTIONS OF THE FCC

SEPTEMBER 13 to SEPTEMBER 19

Decisions . . .

SEPTEMBER 13
BY COMMISSION EN BANC

AM—1450 kc

Iron Mountain-Kingsford Bcstg. Co., Iron Mountain, Mich.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, on condition that permittee satisfies complaints of interference within the 250 mv/m blanket contour; and subject to approval of transmitter site and antenna system by the CAA.

AM—1120 kc

Broadcast Management Inc., Bethesda, Md.—Granted CP for a new station to operate on 1120 kc, 250 w, daytime only.

AM—1490 kc

Caldwell Bcstg. Co. Inc., Caldwell, Ida.—Granted CP** for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1490 kc

Alva B. Adams Jr., Pueblo, Colo.—Granted CP** for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1240 kc

The Oneida Bcstg. Co., Rhinelander, Wis.—Granted CP for a new station to operate on 1240 kc, 250 w, unlimited time, subject to CAA approval of site and antenna system.

AM—1450 kc

Edney Ridge and Hadley Hayes, d b as Carolina-Northwest Bcstg. Co., No. Wilkesboro, N. C.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to CAA approval of antenna system and transmitter site, and; Secs. 3.55(b) and 3.60 of standards waived.

AM—1490 kc

Fayetteville Broadcasters Inc., Fayetteville, N. C.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1490 kc

W. S. Weatherly, tr as Calhoun Bcstg. Co., Anniston, Ala.—Granted CP* for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1140 kc

Alfred Achilles Corcanges, Mineral Wells, Tex.—Granted CP for a new station to operate on 1140 kc, 250 w, daytime only, subject to remedying any interference to Oklahoma City.

AM—1430 kc

Lee Segall Bcstg. Co., Houston, Tex.—Granted CP for a new station to operate on 1430 kc, 1 kw, daytime only, on condition that applicant, within 60 days, from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards; and Sec. 3.60 waived.

AM—1320 kc

St. Louis County Bcstg. Co., Clayton, Mo.—Granted CP* for a new station to operate on 1320 kc, 1 kw, daytime only.

AM—1240 kc

Jessica L. Longston, et al, d b as Montana Broadcasters, Havre, Mont.—Granted CP* for a new station to operate on 1240 kc, 250 w, unlimited time.

AM—680 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—Granted CP* for a new station to operate on 680 kc, 1 kw, daytime only.

AM—1340 kc

Mike Benton, d b as General Bcstg. Co., Atlanta, Ga.—Granted CP** for a new station to operate on 1340 kc, 250 w, unlimited time.

AM—730 kc

Robert W. Rounsaville and Geo. M. Clark, d b as Pulaski Bcstg. Co., Pulaski, Tenn.—Granted CP (Comr. Durr not participating), for a new station to operate on 730 kc, 250 w, daytime only, subject to condition that applicant will within 60 days from date of action file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards; waiver Sec. 3.55(b) required.

AM—730 kc

Ernest E. Forbes Jr., tr as Magic City Bcstg. Co., Birmingham, Ala.—Granted CP** for a new station to operate on 730 kc, 1 kw, daytime only.

AM—1490 kc

KNEL Brady, Tex.—Granted modification of license to increase power from 100 w night, 250 w day, to 250 w, operating on 1490 kc, unlimited time.

AM—1180 kc

WLDS Jacksonville, Ill.—Granted CP to increase power from 250 w to 1 kw, and install new transmitter.

AM—930 kc

KSEI Pocatello, Ida.—Granted CP (Comr. Durr for hearing) to move transmitter and increase power from 250 w night, 1 kw-LS, to 5 kw, subject to condition that permittee may be required to modify antenna or reduce power if increased interference to KTKN develops; and subject to CAA approval of antenna and transmitter site.

AM—790 kc

KFQD Wm. J. Wagner, d b as Alaska Bcstg. Co., Anchorage, Alaska—Granted CP to increase power from 1 to 5 kw, change transmitter site and install new transmitter and vertical antenna.

AM—1190 kc

KEX Portland, Ore.—Granted CP to increase facilities of KEX Class II, 1190 kc, 5 kw unlimited, to Class I-B, 1190 kc, 50 kw, unlimited, DA-N, install new transmitter and DA for night use, and change transmitter and studio locations.

AM—1050 kc

Tri-Suburban Bcstg. Corp., Silver Spring, Md.—Granted petition requesting Commission to reconsider its action of Aug. 1, 1946, designating applicant's application for a new station for hearing and grant of same without hearing; the application for a new station was granted to operate on 1050 kc, 1 kw, daytime only, and the petition of United Bcstg. Co. Inc., Silver Spring, in opposition to Tri-Suburban petition, was denied.

AM—940 kc

The Times Picayune Pub. Co., New Orleans, La.—Granted CP** for a new station to operate on 940 kc, 1 kw, daytime only.

AM—1030 kc

KWBU Corpus Christi, Tex.—Granted petition to change frequency from 1010 to 1030 kc, and ordered (1) removal of application to operate on 1010 kc from hearing; (2) allowed KWBU to amend application to specify 1030 kc, and (3) placed application as amended in pending file pending decision in the clear channel cases.

AM—1240 kc

Des Moines Bcstg. Corp., Des Moines, Iowa—Designated for hearing application for a new station to operate on 1240 kc, 100 w, unlimited time, and made KBIZ KICD KFJB and KFGQ parties to the proceeding.

AM—1090 kc

Elias I. Godofsky, Hempstead, N. Y.—Designated for hearing application for a new station to operate on 1090 kc, 250 w, daytime only, and made WBAL a party to the proceeding.

AM—1300 kc

Robert Schuler, et al, a partnership, Fresno, Calif.; Frank M. Helm, Modesto, Calif. — Designated for consolidated hearing applications for new stations at Fresno and Modesto, respectively, to operate on 1300 kc, 1 kw, unlimited time, DA.

AM—1240 kc

Harold H. Thoms, Greenville, S. C.; J. B. Fuqua, Greenville, S. C.—Designated for consolidated hearing application of Thoms for a new station to operate on 1240 kc, 100 w, unlimited time, with application of Fuqua, 1240 kc, 250 w.

Petition

WMBR Jacksonville, Fla.—Denied petition requesting that its application be severed from the eight other applications in the consolidated hearings, and granted.

Modification

Natrona County Tribune, Casper, Wyo.—Granted application for modification of CP, for approval of transmitter site and antenna system.

Disc Rule

Scheduled oral argument in the matter of amendment to Sec. 3.407 of the Commission's rules governing the announcement of mechanical records (Docket 7611) for Nov. 25 and extended time for filing briefs to Nov. 18, 1946.

RENEWALS

The following stations were granted renewal of licenses for the period ending Aug. 1, 1949: WCHV Charlottesville, Va.; WGBB Freeport, N. Y.; KWOS Jefferson City, Mo.; KWJB Globe, Ariz.; KVSO† Ardmore, Okla.; WHIZ Zanesville, Ohio; KOVO Provo, Utah; WFOY St. Augustine, Fla.

WCLO Janesville, Wis.—Granted renewal of license for the period ending Feb. 1, 1949.

WOLS Florence, S. C.—Same.

Miscellaneous

WKTM Mayfield, Ky.; WPMF Mayfield, Ky.—Adopted an order approving the reorganization of Mayfield Bcstg. Co. Inc., so as to include therein as mi-

*Subject to waiver of Secs. 3.55 (b) and 3.60 and to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

**Subject to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

†Comr. Durr for further inquiry.

(*Continued on page 70*)

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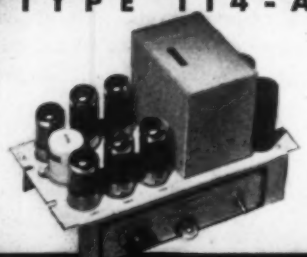
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A Lee STATION

FCC Actions

(Continued from page 68)

nority stockholders the stockholders of Purchase Bcstg. Co. Inc., a full report with respect thereto to be filed as required by Rules 1.302-1.304; and ordered further the cancellation of the CP heretofore granted for WPMF on June 27, on 910 kc, 1 kw, day.

FM Grants

Arkansas-Oklahoma Bcstg. Corp., Fort Smith, Ark., Class B; Western Connecticut Bcstg. Co. (WSTC), Stamford, Class A (after application amended to request Class A instead of Class B); Penn Thomas Watson (WGTM), Wilson, N. C., Class B; Ohio Bcstg. Co. (WHBC), Canton, Class B; Siskiyou Bcstg. Co., Ashland, Ore., Class A; Hearst Radio Inc. (WISN), Milwaukee, Class B (Commissioner Durr voting for hearing).

* * *

Permittees given regular CPs (power is effective radiated power, antenna height is height above average terrain): Racine Bcstg. Corp. (WRJN), Racine, Wis., Class B, 101.3 mc (Channel 267), 2.9 kw, 300 feet; Fall River Bcstg. Co. (WSAR), Fall River, Mass., Class B, 96.5 mc (No. 243), 20 kw, 500 feet; Scranton-Wilkes-Barre-Pittston Bcstg. Co., Wilkes-Barre, Pa., Class B, 103.3 mc (No. 277), 2.5 kw, 1040 feet; H. C. Winslow, Meadville, Pa., Class B, 99.3 mc (No. 257), 3.2 kw, 415 feet; Globe-Democrat Pub. Co., St. Louis, Mo., Class B, 92.9 mc (No. 225), 53 kw, 490 feet; Tulsa Bcstg. Co. (KTUL), Tulsa, Okla., Class B, 94.5 mc (No. 233), 170 kw, 630 feet; Baltimore Radio Show (WFBR), Baltimore, Md., Class B, 99.7 mc (No. 259), 20 kw, 500 feet; Old Dominion Bcstg. Corp., Lynchburg, Va., Class B, 101.9 mc (No. 270), 20 kw, 320 feet; Savannah Bcstg. Co. (WTOC), Savannah, Ga., Class B, 98.5 mc (No. 253), 45 kw, 510 feet.

KRLD Radio Corp. (KRLD), Dallas, Tex., Class B, 93.1 mc (No. 226), 26 kw, 560 feet; Mrs. W. J. Virgin (KMED), Medford, Ore., Class B, 103.1 mc (No. 276), 950 w, 1,000 feet; Walmac Co. (KMAC), San Antonio, Tex., Class B, 100.1 mc (No. 261), 160 kw, 530 feet; Monroe Bcstg. Co. (AM grantee), Rochester, N. Y., Class B, 97.7 mc (No. 249), 27 kw, 455 feet; Midwest Bcstg. Co., Milwaukee, Wis., Class B, 94.3 mc (No. 232), 31 kw, 430 feet; W. H. Greenhow Co., Hornell, N. Y., Class B, 99.9 mc (No. 260), 10 kw, 580 feet; Wm. C. Forrest, Greenfield, Wis., Class B, 103.1 mc (No. 276), 92 kw, 1,030 feet; Orville W. Lyerla (WJPF), Herrin, Ill., Class B, 99.7 mc (No. 259), 20 kw, 500 feet; Hampton Roads Bcstg. Corp. (WGH), Newport News, Va., Class B, 92.3 mc (No. 222), 34 kw, 405 feet; Memphis Pub. Co. (WMC), Memphis, Tenn., Class B, 93.5 mc (No. 228), 136 kw, 530 feet; Winona Radio Service (KWNO), Winona, Minn., Class B, 93.7 mc (No. 229), 55 kw, 610 feet; Passaic Daily News, Paterson, N. J., Class A, 105.3 mc (No. 287), 190 w, 540 feet; Plaza Court Bcstg. Co. (KOCY), Oklahoma City, Class B, 98.5 mc (No. 253), 176 kw, 888 feet (Commissioner Durr voting for hearing); KALE Inc. (KALE), Portland, Ore., Class B, 96.1 mc (No. 241), 250 kw, 1140 feet; Bradford Publications Inc., Bradford, Pa., Class B, 97.1 mc (No. 246), 2.7 kw, 531 feet; S. E. Adcock (WROL), Nashville, Tenn., Class B, 93.1 mc (No. 226), 76 kw, 535 feet (Commissioner Durr voting for hearing).

* * *

Following heretofore authorized CPs approved for different engineering details:

Onondaga Radio Bcstg. Corp. (WFBL), Syracuse, N. Y., Class B, 93.1 mc (No. 226), 8.5 kw, 690 feet; Queen City Bcstg. Co. (KIRO), Seattle, Wash., Class B, 93.9 mc (No. 230), 7.7 kw, 470 feet; Cur-Nan Co., Brockton, Mass., Class A, 105.1 mc (No. 286), 800 w, 270 feet; North Shore Bcstg. Co. (WESX), Salem, Mass., Class A, 105.5 mc (No. 288), 500 w, 124 feet; East Texas Bcstg. Co. (KGKB), Tyler, Tex., Class B, 103.9 mc (No. 280), 4.3 kw, 440 feet; Spartanburg Adv. Co. (WSPA), Spartanburg, S. C., Class B, 92.1 mc (No. 221), 262 kw, 2,120 feet.

AM

WDEL Inc., Wilmington, Del.—The Commission ordered that its action of Aug. 29 granting conditional CP to WDEL Inc. be set aside, and further ordered the application be designated for hearing upon the following issue: "To determine whether the granting of this application would be in conformity with Rule 3.240 (Multiple Ownership Rule) of the Commission's Rules and Regulations (Commissioners Jett and Denny voting "No").

Transfer of Permit

James G. Ulmer, d b as East Texas Bcstg. Co., Tyler, Tex.—Granted consent for issuance of permit for FM station KISW from James G. Ulmer to the partnership, East Texas Bcstg. Co.

Video—66-72 mc

KRLD Radio Corp., Dallas, Tex.—Granted CP for new television station, Channel No. 4, 66-72 mc, visual power 46 kw, aural: to be determined; antenna: 519 feet.

Hearings This Week

MONDAY, Sept. 23-27, Washington, D. C.

KFDA Amarillo, Tex.—CP 1440 kc, 1 kw night, 5 kw day; **KVAK Atchison, Kan.**—CP 1200 kc, 1 kw daytime; **S. H. Patterson, Topeka, Kan.**—CP new station 1440 kc, 5 kw, DA; **Bee Bcstg. Co., Beeville, Tex.**—CP new station 1490 kc, 250 w.

MONDAY, Sept. 23, Washington, D. C.

News Publishing Corp., Charlotte, N. C.—CP new station 1400 kc, 250 w; **Statesville Bcstg. Co., Statesville, N. C.**—CP new station 1400 kc, 250 w.

MONDAY, Sept. 23, Washington, D. C.

KVOX Moorhead, Minn.—CP 790 kc, 5 kw; **Northern States Bcstg. Co., Fargo, N. D.**—CP new station 790 kc, 5 kw, DA night.

MONDAY, Sept. 23, Washington, D. C. (further hearing)

John E. Fitzgibbon, Roy Jarman & Temple V. Ehmsen, Oregon City, Ore.—CP new station 1490 kc, 250 w; **B. Loring Schmidt, Salem, Ore.**—CP new station 1490 kc, 250 w.

MONDAY, Sept. 23, Washington, D. C. (further hearing)

Hearings on six applications for FM facilities in Providence-Pawtucket.

MONDAY, Sept. 23, Washington, D. C. (further hearing)

Hearings on 17 applications for FM facilities in New York area.

MONDAY, Sept. 23, Marshall, Tex.

Marshall Bcstg. Co., Marshall, Tex.—CP new station 1450 kc, 250 w; **Ross & Co., Marshall, Tex.**—CP new station 1450 kc, 250 w.

MONDAY, Sept. 23, Covington, Ky.

Northern Kentucky Airwaves Corp., Covington, Ky.—CP new station 1050 kc, 250 w daytime.

TUESDAY, Sept. 24, Washington, D. C.

United Bcstg. Co. Inc., Silver Spring, Md.—CP new station 1390 kc, 1 kw daytime; **Tri-Suburban Broadcasting Corp., Silver Spring, Md.**—CP new station 1050 kc, 1 kw daytime; **Arlington-Fairfax Bcstg. Co. Inc., Arlington County, Va.**—CP new station 1390 kc, 1 kw daytime.

(Note: Tri-Suburban's application granted and announced Sept. 13, but FCC has not yet altered above hearing calendar.)

TUESDAY, Sept. 24, Washington, D. C. (further hearing)

WMBD Peoria, Ill.—CP 1440 kc, 1 kw night, 5 kw day.
Booth Radio Stations Inc.—Intervenor. (petition filed by KPLC pending)

THURSDAY, Sept. 26, Washington, D. C.

Maricopa Broadcasters Inc., Phoenix, Ariz.—CP new station 960 kc, 5 kw; **Radio Phoenix, Ariz.**—CP new station 960 kc, 5 kw.

THURSDAY, Sept. 26, Nacogdoches, Tex.

Kelly Bell, Nacogdoches, Tex.—CP new station 1230 kc, 250 w.

THURSDAY, Sept. 26, Paris, Tenn.

Paris Bcstg. Co., Paris, Tenn.—CP new station 1340 kc, 250 w; **Jack A. Dick et al, d b as Paris Bcstg. Co.**—CP new station 1340 kc, 250 w.

SEPTEMBER 16
ACTION IN DOCKET CASE
AM—1490 kc

I. K. Corkern, Bogalusia, La.—Proposed grant CP new station 1490 kc, 250 w, unlimited time, conditioned on filing within 30 days hereof of an application specifying transmitter site and antenna system which will comply with the Commission's Standards; the mutually exclusive application of John L. Plummer, tr/as John L. Plummer Enterprises for the same facilities, proposed to be denied.

SEPTEMBER 17
BY THE SECRETARY

WKRZ Oil City, Pa.—Granted CP to install a new transmitter; Sec. 3.60 of rules waived; conditions.

WALT Tampa, Fla.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location, to specify studio location, and to change applicant's name from W. Walter Tison to W. Walter Tison, tr/as Tampa Bcstg. Co. Secs. 3.55 (b) and 3.60 of rules waived.

KPOF Denver, Colo.—Granted modification of CP which authorized increase in power, etc., for extension of completion date to 3-15-47.

(Continued on page 73)

"HERE COMES HARMON"

...HAS GONE PLACES FROM COAST-TO-COAST!

OUTSTANDING SPORTS PROGRAM FEATURING FAMOUS "98"—

TOM HARMON

WILL BE BROADCAST VIA STATIONS

FOR

Kay Daumit

Creators of the Famous WHITE SHIRT Men's Toiletries. Program goes on the air the week of September 23rd, A Criterion of quality in programs.

A Vick Knight package produced & distributed by

Criterion RADIO FEATURES, INC

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY CBS STATION IN VERMONT

WCAX

1000 WATTS • FULL TIME

PROGRAMS

INSTEAD of usual cash or gift giveaways, quiz winners on new sponsored public interest programs of KYW Philadelphia and WINN Louisville, Ky., will receive scholarships to Temple U. and U. of Louisville, respectively. Titled "Invitation to College," KYW program is sponsored by Food Fair Stores, Sun. 4:30 p.m., starting Sept. 29. Contract for 26 weeks was placed by J. M. Korn & Co., Philadelphia. WINN program, started Sept. 17 under sponsorship of Kaufman-Straus Dept. Store, is aired Tues. 7:30 p.m. Participation in Philadelphia program is open to 10th, 11th and 12th grade students. Applicants, who get blanks through Food Fair Stores, must write an essay on why they want to go to college. Best eight writers are chosen to be on weekly program which features quiz on American history. Winners of each show appear on final contest of each series, with final winner receiving four-year scholarship to Temple U. In Louisville 10 high school seniors, selected by school principals, compete on weekly quiz. Winner of finals Dec. 10 gets year's scholarship to U. of Louisville and if "B" average is maintained, scholarship continues for four years.

AAF Show on 160

QUARTER-HOUR 13-week transcribed series, "On Wings of Song," has been prepared by Army Air Forces for presentation over 160 stations across the country effective Sept. 15. Announcements pertaining to current activities of AAF installations nearest station airing disc are made by local public relations officer as part of new program which features music of AAF Band under direction of Maj. George S. Howard. Vocalist is Sgt. Glenn Davis, baritone, former soloist with Metropolitan Opera. Series was written by Sgt. Arnold Wolf and produced by Capt. Robert P. Keim. AAF Band currently also is heard on MBS Monday half-hour "Holiday on Wings."

Youth Quiz on Nine

WLS Chicago, in announcing return to air of "Quiz-Down," audience participation show presented in cooperation with Chicago Tribune, Sat. 10-10:30 p.m. (CST) effective Oct. 5, reported that the juvenile interest show also is to be aired by stations in eight other cities in conjunction with local newspapers. Stations and papers are: KQV Pittsburgh and Pittsburgh Press, WQAM Miami and Miami Herald, San Diego (Calif.) Tribune Sun (station not selected), WHIZ Zanesville, Ohio, and Zanesville Recorder, WJEF Grand Rapids, Mich (paper not selected), WKZO Kalamazoo, Mich. (paper not selected), KMOX St. Louis and St. Louis Globe-Democrat, and WXYZ Detroit and Detroit Free Press.

Video Fights on Two

AMATEUR boxing bouts on Monday nights, professional fights on Wednesday and wrestling matches Friday from Jamaica Arena will be telecast by WABD New York and fed from there by coaxial cable to WTTG Washington for simultaneous telecasting starting Sept. 30. Contract giving Du Mont exclusive video rights to these events for the coming year was signed last week by representatives of the arena; Bill Johnston, promoter of the events, and the Du Mont stations. William Morris Agency represented arena in negotiations.

Spanish Hiring

NBC, in addition to its local televising of the Louis-Mauriello fight last week, broadcast a description of the bout to Latin American listeners. ABC had domestic broadcast rights to the fight. NBC broadcast the fight in Spanish direct from the ringside, while the Portuguese description was done from a television screen of the NBC International Brazilian Section. Gillette Safety Razor Co., through Maxon Inc., sponsored the Latin-American broadcast.

WAAT Coverage

WAAT Newark, N. J., carried the inaugural broadcast of the nine-month Princeton U. Bicentennial celebration on Sept. 19 and on Sept. 22 carried the official opening ceremony from the Princeton chapel. A feature of the station's coverage is the assignment of a "resident team" of special events reporters who will live on the campus during the conference and give WAAT listeners a nightly picture of events taking place. These broadcasts begin today (Sept. 23) at 8:45 p.m.

Musical Previews

MUSICAL previews of two-week showing of San Francisco Opera in Los Angeles as well as five month season of Los Angeles Philharmonic will be broadcast on KGFJ Hollywood. Opera previews start Oct. 21 opening with Boris Goudinov. Concert series will be heard thrice weekly starting Nov. 14. In addition to music of programs, stars of opera and concert stage likewise will be interviewed in connection with each broadcast.

Junior Theatre

TO SPREAD LISTENER interest over the full line-up of serial programs for younger listeners, CKWX Vancouver has started "Junior Radio Theatre" between 5 and 6 p.m. six days weekly. In addition to serial-type programs, the "Junior Radio Theatre" has guest announcers on each broadcast, picked from public school pupils each Saturday. The guest announcers share the non-commercial portion of the script with Walley Garrett, CKWX staff announcer. Opening five minutes of each broadcast is used for announcements and a junior newscast.

Educational Period

WOWO Fort Wayne, Ind., has set aside 2:15-2:30 p.m. Mon.-Wed.-Fri. and 2:15-2:45 p.m. Tues.-Thurs. for educational program and in-school listening. Monday and Friday programs deal with the sciences and specialty programs in which area grade and junior high schools are interested. Tuesday and Thursday programs feature high school newscasts and "Junior Town Meeting," now in third year. Wednesday the Junior League "Books Bring Adventure" series in presented for third year.

Adventure Series

NEW SERIES, "The Adventures of Frank Merriwell," designed chiefly for young listeners begins Oct. 5 on NBC in Sat. 10-10:30 a.m. period. Although the Merriwell stories, written between 1896 and 1914 by Gilbert Patten, will retain their original background, the programs will be set in present era.

Anti-Discrimination

TITLED "It's Happening Here," KLAC Hollywood has started series of 13 programs with cooperation of Hollywood Writers Mobilization which deals with problem of racial and religious discrimination. Particular emphasis is being placed upon exposure and denouncement of Ku-Klux-Klan.

Waring to Tour

FRED WARING will take his entire company of Pennsylvanians on a tour of nine cities for a series of concerts and broadcasts starting in Buffalo, N. Y., Sept. 25. His regular Monday through Friday NBC broadcasts will be presented from the auditoriums in the cities he visits. The Waring show is sponsored Mon.-Wed.-Fri. by the Florida Citrus Commission and Tues.-Thurs. by the American Meat Institute.

WCBM Covers Celebration

WCBM Baltimore Sept. 14 aired special half-hour program of the celebration activities and commemoration of 163d anniversary of the writing of the "Star Spangled Banner" at Fort McHenry. Ceremonies attracted some 25,000 persons.

Post-Midnight Show

MIDNIGHT-2 a.m. program started by WGBF Evansville, Ind., is titled "On Call," featuring records as requested by listeners. Conductor of new feature is Bob Bright.

Program on Polio

TO INFORM listeners on dreaded infantile paralysis, KROW Oakland, Calif., has initiated weekly 15-minute "You and Polio." Program is offered as public service.

Starts Man-on-Street

WGL Fort Wayne, Ind., has started man-on-street format show titled "Coming or Going," Mon. through Fri. 11:45-12 noon. Aired from local Greyhound Bus Terminal, program interviews travellers.

Program Resumed

FORMERLY heard five times weekly on MBS last spring, "Married for Life," husband and wife audience participation show, returns to that network Oct. 13 and will be heard Sun. 2-2:30 p.m.

Teen-Age Quiz

TEEN-AGE quiz to be started by WKXL Concord, N. H., "Dollars for Scholars," will present students in Concord area schools chosen by their teachers. Winners will receive new silver dollars.

CBC Airs Story

CBC is airing on the Trans-Canada network the ABC John Hersey report on Hiroshima. Broadcast has been recorded for CBC at ABC and will be aired in four installments Sept. 24-27 at 10 p.m.

KFMB Sells SAN DIEGO

New U. S. Census shows San Diego population up 78% over 1940! 465,720 people within 15 miles of our antenna . . . sell them from within with KFBM.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

GOING 5000 WATTS

KWIK
TWIN FALLS · IDAHO
WEED & CO., Representatives

"FULL GROWN"

WDOD
21st YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER
NATIONAL
REPRESENTATIVES
first
IN
CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

DON'T GET BURNED IN RED HOT (Ky.)!

Yes, Sir . . . life in Red Hot (Ky.) is shore a raft of fun, we bet, but *dangerous* . . . people driving up and down that street, making their horses *trot*, and everything. It's too hot for *us!* So what we do, at WAVE, is to stick right safe in Louisville. 'Tain't as much *hotness* here, but the consolation is that there's more *business* in this trading area than in all the rest of the State combined. Quiet but comfortable. Well, drop in when you want to talk *business!*

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

PROMOTION

H. ADDISON CAMPBELL, former manager of research for Turck-Hill & Co., New York, has joined ABC research department as director of market research. Prior to his association with Turck-Hill, Mr. Campbell served from 1934 to 1945 in the market research division of General Electric Co., Schenectady, and between 1941 and 1945 was in charge of research for WGY Schenectady. He is secretary of the AMA Industrial Marketing Assn. and is a member of the AMA National Personnel and Placement Committee.

JENNINGS PIERCE, NBC Western Division director of public relations, will discuss "Advertising and the United Nations" when guest speaker at joint meeting of Los Angeles Junior Men and Women's Clubs tonight (Sept. 23).

J. F. CLANCY, sales promotion manager at WTIC Hartford, Conn., is in charge of publicity for the Hartford Charter Committee. New charter written for the city will be voted on in the elections this November.

JOYCE DOUGHERTY, new to radio, has been named to handle publicity for WPIK Alexandria, Va.

EWALD KOCKRITZ, Atlanta advertising and promotion man, has been named promotion manager of WAGA Atlanta, post he once held. He succeeds **HUGH E. MACKENZIE**, who has resigned to join the promotion staff of RKO New York.

ROSALIND BURNS, member of KNX Hollywood sales promotion department, was to marry Saul Bernstein in Los Angeles Sept. 21.

DOLORES PATRICIA SMITH, former office manager, National Beauty Supply Co., Wilmington, N. C., now librarian in CBS Radio Sales Promotion Division, replacing **ERICA BEIM**, resigned.

JACK SNOW, writer in NBC advertising and promotion department, New York, has signed a contract with the Reilly & Lee Co., Chicago, publishers of the Oz stories, for an annual Oz book to continue the series for children which was originated by L. Frank Baum over 40 years ago. The first, "The Magical Mimics of Oz," will be published this week.

Lone Ranger Parties

PROMOTION for the "Lone Ranger" program and WHKC Columbus, Ohio, during September has consisted of Saturday morning Lone Ranger theatre parties in conjunction with local RKO Palace theatre. Five hours of western movie entertainment was offered Sept. 7 and 14 for admission of 25c and Kix or Cheerios boxtop, cereals advertised on the program by General Mills. Bicycles were awarded best costumed boy and girl at second party. Future such parties are planned by station. More than 4,000 youngsters attended first two affairs.

Boosts Audition Discs

CAMPAIGN to introduce WOWO Fort Wayne, Ind., program audition library titled "20 Grand" has included trade paper advertisements, weekly teaser material for representatives outlining some of the offerings and general mailing of program manual to entire agency timebuyer list. Promotion letter dated Friday, Sept. 13, termed, "Your Lucky Day," included trade ad reprint and filled plastic cigarette case. Audition library contains 10 records, constituting 20 program, live-talent presentation of WOWO availabilities.

Quartet Contest

IN CONJUNCTION with 75th anniversary of the chartering of Huntington, W. Va., WSAZ that city has been conducting a barber shop quartet contest. "Four Old Men," local group just announced as winner, received most of votes mailed to station by listeners. Winning quartet is composed of E. E. Jeffrey, M. A. Priestley, S. V. Galloway and O. C. Craddock, all of Huntington.

Unique Requests

REQUESTS for songs on new WHHM Memphis, Tenn., "Anything Goes" program, an early morning feature, constitute entries in weekly contest which awards nylon hose as prize. It all started when program m.c., Ted Harding, told listeners to write requests on "anything handy around the house." Item sent is supposed to tie-in with musical number requested. Most unique request is named weekly.

Singer Introduced

CHRISTOPHER LYNCH, Irish tenor, and protege of the late John McCormack, has something in common with the much feted debutantes this season. Last week members of the press were deluged with invitations from Firestone Tire & Rubber Co., which will present Mr. Lynch on its NBC "The Voice of Firestone" starting Sept. 30, 8:30-9 p.m. Sept. 20 singer gave private review broadcast at NBC studios. Today, (Sept. 23) Firestone introduced Mr. Lynch at press reception at the Waldorf-Astoria Hotel and as a climax engraved invitations were received by newsmen inviting them to the American debut of the singer Sept. 30 on "Voice of Firestone" broadcast and concert at Carnegie Hall, to be followed with a buffet supper at the Starlight Roof of the Waldorf-Astoria.

Workshop Winners

WINNERS of the WTOP Washington-District of Columbia Public Schools Radio Workshop were announced last week by the station. Winning script was written by Gloria Gibson, radio director of the National Conference of Christians and Jews. Winner of award for essay on utilization and supplementary use of radio in the classroom was Charlotte Wishhusen, teacher at Whittier Elementary School. Workshop met Sept. 3-14 under direction of Hazel Kenyon Markel, WTOP director of community service and education.

Wins WRC Contest

MARY LOUISE HARRISON, a graduating student at George Washington U., is winner of the WRC Washington "Miss Timekeeper Contest," staged by Bill Herson, conductor of early morning program on that station. One of 350 girls auditioned in the contest to find a pleasing, soothing radio voice, Miss Harrison received a number of hope chest prizes from various of Mr. Herson's sponsors. The judges, WRC producers, did not see contestants during audition.

Safety Contest

WITH 34th serial presentation by WWDC Washington of weekly half-hour "Death on Wheels" traffic safety program, station Sept. 14 started script writing contest for listeners. Board of judges will select weekly winning script. Final winner will receive $50 and program is to be rebroadcast in Feb. 1947 with script being sent to New York for professional review. "Death on Wheels" is aired in conjunction with the Traffic Division of the District of Columbia Police Dept.

'Theatre Guild' Promotion

FORT WAYNE (Ind.) Civic Theatre in redecorating its lobby has made space available for pictures of Theatre Guild stars with credit lines for "Theatre Guild on the Air" and its broadcast time on WOWO Fort Wayne. Station also featured full page ad on the radio program in the program of the Civic Theatre and has a special bulletin board in the dramatic section of the public library devoted to the series.

Football Schedules

NATIONAL FOOTBALL schedules are included in folder issued by WTMV East St. Louis as sports program promotion material. In addition local high school schedules are presented. WTMV is listed as "At the Sports End of the Dial."

KTRN Reprints

WICHITA DAILY TIMES and Record News, Wichita Falls, Tex., owner of new FM outlet KTRN that city, has issued roundup reprint of Times and Record articles and material on FM and the new station. Prepared in form of four page broadside, material is offered for re-use.

Folder for WCAE

PROMOTION folder on the Fletcher Wiley "Housewives' Protective League and "Sunrise Salute" programs on WCAE Pittsburgh has been prepared by The Katz Agency, station representative. Full descriptive details on shows as well as sponsorship rates are presented.

Filing Aid

CARD SIZE recipes now are mailed by Jane Weston, "Modern Home Forum" conductor of WOWO For Wayne, Ind. on regular daily 8½ x 11 leaflet. Recipes may be cut out and pasted on 3 x 5 cards.

Beauty Meet Aid

PROGRAM and promotion support was given by WAGA Atlanta, Ga., to Southeastern Beauty Trade Show held Sept. 16-18 at Atlanta's Municipal Auditorium. Forums and interviews, poster display advertisements and courtesy announcements boosted conference.

Split Agency Award

WORD Spartanburg, S. C., and KABC San Antonio, Tex., drew equal top honors in Kenyon & Eckhardt's contest for best change of time promotion of ABC "Try and Find Me." Cash prize of $250 was split between the stations.

CKRM News Letter

PRODUCTION, crop, import and other market data is offered in news letter released by CKRM Regina, Sask. Newly sponsored programs are listed as well as current availabilities.

Aviation Contest

FREE PLANE TRIP to point within 150 miles of Worcester, Mass., will be awarded winner of contest being sponsored by "Wings Over Worcester," aviation program of WTAG that city.

Princeton Bi-Centennial Being Carried by WPAT

WPAT Paterson, N. J., on Sept. 22 broadcast the opening ceremony of the Princeton U. Bi-Centennial Celebration direct from the university chapel, at 11 a.m. The Archbishop of Canterbury, now visiting in this country, was the main speaker.

On Sept. 29, WPAT, in cooperation with Princeton, will begin weekly broadcasts on Sundays, at 3 p.m., entitled *The Princeton Bi-Centennial is on the Air*, which will be heard through September, October and November. Series will be transcriptions of the most important of the Bi-Centennial programs. Beginning on the same date, 2:30-2:45 p.m., the station will also resume its weekly presentation, *The News From Princeton University*.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

FCC Actions

(Continued from page 70)

KFVD Los Angeles, Calif.—Granted modification of CP, to make changes in antenna, subject to condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv m contour, including external cross modulation.

KIT, Yakima, Wash.—Granted application; Sec. 3.55(b) waived; conditions.

WMBO Auburn, N. Y.—Granted application.

WBLJ Dalton, Ga.—Granted application.

* * *

The Commission on Sept. 5 adopted an order in re applications of WDAS and other applicants for FM stations in Philadelphia ordering that Sections 1.73 and 1.141 of the Rules of Practice and Procedure be waived for the purpose only of permitting amendments relating solely to additional data requested by the Commission in connection with the applications, to be filed directly with the presiding officer of the consolidated hearing; that the presiding officer is authorized to accept for filing all such amendments which comply with Sec. 1.74 of the rules, and where no objection thereto is made by any party; that in the event of objection by any party to such amendment, said presiding officer is directed to refer said amendment to the Commission for action by the Motions Commissioner.

BY COMMISSIONER WAKEFIELD

KTKC Visalia, Calif.—Granted petition for indefinite continuance of hearing now scheduled for September 16 in re application for CP, and said further hearing was continued without date until further order of the Commission.

SEPTEMBER 19

BY COMMISSION

WCYB Bristol, Va.—Adopted order approving substitution of James Mahoney as controlling stockholder in licensee corporation instead of Robert H. Bassett, deceased.

BY COMMISSIONER WAKEFIELD

Bee Bcstg. Co., Beeville, Tex.—Granted petition requesting removal from hearing docket of its application for CP.

Radio Phoenix Inc., Phoenix, Ariz.—Granted petition for continuance of consolidated hearing now scheduled for Sept. 26 in re applicant's application and that of Maricopa Bcstg. Inc., and continued said hearing to Oct. 31, 1946.

WSLS Roanoke, Va.—Granted petition requesting leave to amend its application for CP so as to show that Philip P. Allen and Edward A. Allen, who were vice presidents, directors and stockholders of applicant corporation, have severed their connection with the corporation; to show that stock in applicant corporation held by the Allens and by the Lynchburg Bcstg. Co. has been offered for sale; to show the dissolution of the Tri-City Stations Assn.; to show other changes in the corporate set-up of applicant corporation and to reopen the record. The amendment was accepted, and the record further reopened for the purpose of receiving testimony relative to the above-mentioned amendment.

SEPTEMBER 19

BY COMMISSION EN BANC

FINAL FM CP's

The following permittees were granted regular construction permits. (Note: Power given is effective radiated power; antenna height given is height above average terrain:)

Twin City Bcstg. Corp., Longview, Wash., Class A, Channel: 104.3 mc (No. 282), 270 kw, antenna 390 feet; Telecast Inc., Roanoke Rapids, N. C., Class B, Channel: 102.5 mc (No. 273), 3 kw, antenna 500 feet; WCBT Inc., Roanoke Rapids, N. C., Class B, Channel 102.9 mc (No. 275), 10 kw, antenna 390 feet; Mon-Yough Bcstg. Co., McKeesport, Pa., Class A, Channel: 105.9 mc (No. 290), 240 watts, antenna 350 feet; The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y., Class B, Channel: 95.7 mc (No. 239), 20 kw, antenna 415 feet; The A. S. Abell Co., Baltimore, Md., Class B, Channel: 99.3 mc (No. 257), 20 kw, antenna 440 feet; Skywave Bcstg. Corp., Asheville, N. C., Class B, Channel: 94.3 mc (No. 232), 8.8 kw, antenna 130 feet; Rose Bowl Broadcasters Inc., Pasadena, Calif., Class A, Channel: 105.1 mc (No. 286), 180 watts, antenna 760 feet; Radio Roanoke Inc., Roanoke, Va., Class B, Channel: 93.7 mc (No. 299), 3 kw, antenna 1700 feet; Quincy Newspapers Inc., Quincy, Ill., Class B, Channel: 97.7 mc (No. 249), 13 kw, antenna 490 feet; KFXD-FM Nampa, Ida., Class B, Channel: 101.3 mc (No. 267), 2.5 kw, antenna 340 feet.*

*In lieu of previous conditions specified.

* * *

The following were given conditional grants subject to engineering conditions:

Coral Gables Southern Media Corp., Coral Gables, Fla., Class A; Elmwood Park Bcstg. Corp., Elmwood, Ill., Class A; Samuel R. Sague, Cleveland Heights, Ohio, Class A; Variety Bcstg. Co. Inc., Dallas, Tex., Class B; The Herald & Globe Assn., Rutland, Vt., Class B.

The station previously granted conditionally to O. E. Richardson, Hammond, Ind., designated as Class A, has been redesignated as Class B.

Courier-Journal & Louisville Times Co., Louisville, Ky.—Granted CP for new television station; Channel No. 9; Freq. 186-192 mc; power: visual 9.6 kw; aural 7.2 kw; antenna 529 feet.

Iowa State College of Agriculture & Mechanic Arts, Ames, Iowa—Granted CP for new television station; Channel No. 4; Freq. 66-72 mc; power: visual 13 kw; aural 10.4 kw; antenna 506 feet; to be operated on non-commercial basis.

Applications . . .

SEPTEMBER 13

AM—1230 kc

WJOR Bangor, Me.—Modification CP which authorized a new standard broadcast station, for approval of antenna, transmitter and studio location.

AM—1490 kc

WINR Binghamton, N. Y.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WMBO Auburn, N. Y.—Authority to determine operating power by direct measurement of antenna power.

AM—1120 kc

Leon Wyszatycki, tr as Greater Erie Bcstg. Co., Lackawanna, N. Y.—CP new standard broadcast station to be operated on 1120 kc, 1 kw and daytime hours of operation.

AM—1110 kc

John Nazak and Joanne May Levko, a partnership d b as Oneonta Bcstg. Co., Oneonta, N. Y.—CP new standard broadcast station to be operated on 1110 kc, 250 w and daytime hours of operation.

AM—550 kc

WGR Buffalo, N. Y.—Voluntary assignment of license to WGR Bcstg. Corp.

AM—1230 kc

WCOL Columbus, Ohio—CP to install an FM antenna on top of present AM tower.

AM—1480 kc

WHBC Canton, Ohio—Modification of CP which authorized increase in power, installation of new transmitter, changes in directional antenna for night use and change in transmitter location, to change transmitter location.

AM—1340 kc

WKRZ Oil City, Pa.—CP to install a new transmitter.

AM—1240 kc

WHUM Reading, Pa.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

Ashbacker Radio Corp., Manistee, Mich.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1450 kc

WHMA Anniston, Ala.—License to cover CP which authorized to install a new vertical antenna and ground system and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

WBLJ Dalton, Ga.—Authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WMGR Bainbridge, Ga.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1480 kc

WTHI Terre Haute, Ind.—Modification of CP which authorized a new standard broadcast station, to make changes in directional antenna and for approval of transmitter location.

AM—1400 kc

KLIZ Brainerd, Minn.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location. Authority to determine operating power by direct measurement of antenna power.

AM—1430 kc

Belleville News-Democrat, Belleville, Ill.—CP new standard broadcast station to be operated on 1430 kc, 1 kw, directional antenna night and unlimited hours of operation.

Video—186-192 mc

WGN Inc., Chicago, Ill.—CP new commercial television broadcast station to be operated on Channel 4, 78-84 mc and ESR to be determined—AMENDED: to change frequency from Channel 4, 78-84 mc to Channel 9, 186-192 mc, change type of transmitter and specify antenna system.

AM—1300 kc

Frank M. Helm, Modesto, Calif.—CP new standard broadcast station to be operated on 1300 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1340 kc

New Mexico Bcstg. Co. Inc., Roswell, N. M.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1450 kc

New Mexico Bcstg. Co. Inc., Clovis, N. M.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Meroco Bcstg. Co., Greeley, Colo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—910 kc

KPOF Near Denver, Colo.—Modification of CP which authorized to increase power and install new transmitter, for extension of completion date.

AM—1280 kc

KIT Yakima, Wash.—Authority to determine operating power by direct measurement of antenna power.

AM—910 kc

KALL Salt Lake City, Utah—Relinquishment of control of licensee corporation by Abrelia S. Hinckley, George C. Hatch, Wilda Gene Hatch thru sale of 15,000 shares of common stock to Telegram Publishing Co.

Application Returned:

AM—590 kc

WBAX Wilkes-Barre, Pa.—CP to change frequency from 1240 to 590 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use. Incomplete.

Applications Tendered for Filing:

AM—1230 kc

The Harriman Bcstg. Co. Inc., Harriman, Tenn.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1400 kc

Community Radio Corp., Grand Forks, N. D.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

(Continued on page 74)

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

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23C

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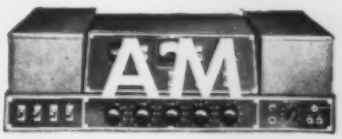

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Western Electric — Distributed by GRAYBAR

QUALITY COUNTS

FCC Actions

(Continued from page 73)

AM—750 kc

KXL Portland, Ore.—CP to increase power from 10 to 50 kw, install new transmitter and directional antenna and change transmitter location.

SEPTEMBER 16

AM—970 kc

KHBC Hilo, T. H.—CP to change frequency from 1230 to 970 kc, increase power from 250 w to 1 kw, install new transmitter and change transmitter and studio locations—AMENDED: to change transmitter and studio locations.

AM—680 kc

WRNY Rochester, N. Y.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna, change type of transmitter and to change transmitter location; modification of CP which authorized a new standard broadcast station, for extension of completion date.

AM—1600 kc

WARC Inc., Rochester, N. Y.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 to 1600 kc, change power from 250 w to 5 kw, install directional antenna for night use, change type transmitter, change transmitter location and specify studio location.

Modification of CP

WNEB Worcester, Mass.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations—AMENDED: to change type transmitter.

AM—1450 kc

Portland Bcstg. System Inc., Bangor, Me.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Experimental FM

W3XO Washington, D. C.—License to cover CP which authorized change in transmitter site.

AM—1340 kc

Joseph T. Connolly, Williamsport, Pa.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change name of applicant to Lycoming County Bcstg. Co.

AM—1490 kc

WMOA Marietta, Ohio—CP to change type of transmitter.

AM—1450 kc

Roy C. Kelley, Ray M. Veenstra and George S. Norcross, a partnership d/b as KVN Co., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1240 kc

Roy C. Kelley, Ray M. Veenstra and George S. Norcross, a partnership d/b as KVN Co., Benton Harbor, Mich.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

Modification of CP

WATX Ann Arbor, Mich.—Modification of CP as modified, which authorized a new non-commercial educational broadcast station, to change type of transmitter — AMENDED: to make changes in antenna system and change type of transmitter.

AM—1240 kc

J. B. Fuqua, Greenville, S. C.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1340 kc

WHAN Charleston, S. C.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, transmitter location and specify studio location.

AM—1400 kc

WIRA Ft. Pierce, Fla.—License to cover CP as modified, which authorized a new standard broadcast station—AMENDED: to specify transmitter and studio location.

AM—1360 kc

WKAT Miami Beach, Fla.—CP to increase power from 1 kw to 5 kw day and 1 kw night and install new transmitter.

AM—1240 kc

Lake Bcstg. Co., Leesburg, Fla.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1200 kc

Frederic Le Mieux III and Mrs. Edna Le Mieux, a partnership d/b as Hammond Bcstg. Co., Hammond, La.—CP new standard broadcast station to be operated on 1200 kc, 250 w and daytime hours of operation.

AM—1230 kc

KNOE Monroe, La.—License to cover CP which authorized change in frequency; authority to determine operating power by direct measurement of antenna power.

AM—880 kc

Tar Heel Bcstg. System Inc., Clinton, N. C.—CP new standard broadcast station to be operated on 550 kc, 1 kw and daytime hours of operation—AMENDED: to change frequnecy from 550 to 880 kc.

SEPTEMBER 17

AM—780 kc

Herbert L. Wilson, Rutland, Vt.—CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation.

AM—560 kc

Pynchon Bcstg. Co., Springfield, Mass.—CP new standard broadcast station to be operated on 560 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1590 kc

WBRY Waterbury, Conn.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and change in directional antenna for day and night use, for extension of completion date.

AM—940 kc

The Advocate Printing Co., Near Newark, Ohio—CP new standard broadcast station to be operated on 940 kc, 250 w and daytime hours of operation.

AM—1340 kc

WDMJ Marquette, Mich.—CP to install new transmitter.

AM—780 kc

McKinney Air Enterprises, McKinney, Tex.—CP new standard broadcast station to be operated on 780 kc, 250 w and daytime hours of operation.

AM—790 kc

George W. Lyles Sr., Russell F. Van Landingham, and George W. Lyles Jr., a partnership d/b as Thomasville Bcstg. Co., Thomasville, N. C.—CP new standard broadcast station to be operated on 770 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 770 to 790 kc.

AM—1450 kc

WFUN Huntsville, Ala.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

AM—1230 kc

WQUA Moline, Ill.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

AM—1400 kc

Grass Valley-Nevada City Broadcasters Inc., Grass Valley, Calif.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1400 to 1230 kc and change power from 250 to 100 w.

Applications Tendered for Filing:

AM—900 kc

Richard H. Balch, Utica, N. Y.—CP new standard broadcast station to be operated on 900 kc, 250 w and daytime hours of operation.

AM—1510 kc

Golden West Bcstg. Co., Childress, Tex.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime hours of operation.

AM—900 kc

Seminole Bcstg. Co., Belle Glade, Fla.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1400 kc

Coastal Bcstg. Co., Lakeland, Fla.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1490 kc

Burbank Broadcasters Inc., Burbank, Calif.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

SEPTEMBER 16

AM—840 kc

WKNB New Britain, Conn.—License to cover CP as modified, which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—940 kc

Radio Springfield Inc., Springfield, Ohio—CP new standard broadcast station to be operated on 940 kc 1 kw and daytime hours of operation.

AM—740 kc

Paul W. Delehanty, Chester, Pa.—CP new standard broadcast station to be operated on 740 kc, 250 w and daytime hours of operation.

AM—1000 kc

Dahl W. Mack, James J. Doherty Sr. and Eugene L. Burke, a partnership d/b as Lackawanna Valley Radio, Scranton, Pa.—CP new standard broadcast station to be operated on 1000 kc, 1 kw and daytime hours of operation.

AM—1110 kc

WNAR Norristown, Pa.—License to cover construction permit as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—940 kc

Dr. Delbert Joseph Parsons, John Edward Harwood and Bill Erin, a partnership d/b as Champion City Bcstg. Co., Springfield, Ohio—CP new standard broadcast station to be operated on 940 kc, 250 w and daytime hours of operation.

AM—660 kc

Capital Radio Inc., Columbus, Ohio—CP new standard broadcast station to be operated on 660 kc, 1 kw and daytime hours of operation.

AM—1440 kc

KEYS Corpus Christi, Tex.—CP to change frequency from 1490 to 1440 kc, increase power from 250 w day and night to 1 kw night, 5 kw day, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to make changes in directional antenna pattern.

AM—1010 kc

Eurith Dickinson Rivers Jr., Decatur, Ga.—CP for a new standard broadcast station to be operated on 1010 kc, 1 kw and daytime hours of operation.

AM—1450 kc

WLAR Athens, Tenn.—CP to install new transmitter.

AM—730 kc

WOHS Shelby, N. C.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—770 kc

George W. Lyles Sr., Russell F. Van Landingham, and George W. Lyles Jr., a partnership d/b as Thomasville Bcstg. Co., Thomasville, N. C.—CP new standard broadcast station to be operated on 770 kc, 250 w and daytime hours of operation.

FCC Box Score

STATUS of new station applications as of Sept. 19:

AM—413 applications pending; 437 in hearing; 325 construction permits issued this year (of which two have been rescinded). **Total standard stations to date: 1,319.**

FM—202 applications pending; 141 in hearing; 525 conditional grants issued this year, of which 261 are now regular construction permits. **Total FM stations: 580.**

Television—21 applications pending; 25 in hearing, 29 construction permits issued (one CP returned). **Total television stations: 6.**

San Jose—The 7th Market on the Pacific Coast

(BMB — RADIO OWNERSHIP — 1946)

1. Los Angeles
2. San Francisco
3. Seattle
4. Portland
5. San Diego
6. Tacoma
7. **San Jose** **64,390 Families** **62,100 Radio Families**
8. Fresno
9. Sacramento
10. Spokane
11. Stockton

THE SAN JOSE MARKET IS STILL GROWING . . . . FAST!

REACH IT EXCLUSIVELY WITH

KSJO *"The Voice of San Jose"*

1000 WATTS — TOP O' THE DIAL

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W. S. Grant Company—National Representative

Program Services Available
World Library
Standard Library
Radio Research
W. E. Long Co. "1996"
United Press
United Press Bureau

Equipment Transmitters
W.E.—A.M.
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G.E.—Console
W.E.—Microphones

Studios Designed by Austin Field

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

American Broadcasting Co.

Represented by John BLAIR & CO.

AM—1570 kc

R. C. Goshorn and R. L. Rose, a partnership d/b as Alton Bcstg. Co., Alton, Ill.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime hours of operation.

AM—930 kc

WTAD Quincy, Ill.—CP to install new transmitter.

AM—1400 kc

KORN Fremont, Neb.—Authority to determine operating power by direct measurement of antenna power.

AM—570 kc

WNAX Yankton, S. D.—CP to install new transmitter.

AM—960 kc

WSBT South Bend, Ind.—Modification of CP which authorized to increase in power, install new transmitter and make changes in directional antenna for day and night use, for extension of completion date.

AM—920 kc

KOLO Reno, Nev.—License to cover CP which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KVEC San Luis Obispo, Calif.—License to cover CP which authorized a change in frequency, increase power and install new transmitter and vertical radiator; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KREO Indio, Calif.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power

AM—1400 kc

KSNM Santa Fe, N. M.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1360 kc

KMO Tacoma, Wash.—Authority to determine operating power by direct measurement of antenna power.

Applications Tendered for Filing:

AM—1390 kc

Model City Bcstg. Co. Inc., Anniston, Ala.—CP new standard broadcast station to be operated on 1390 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1450 kc

John A. Boling, d/b as Live Oak Bcstg. Co., Live Oak, Fla.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation. (Contingent on grant to WGOV to change from 1450 to 950 kc.)

AM—1290 kc

WIRL Peoria, Ill.—CP to change power from 1 kw to 5 kw, using directional antenna and night hours of operation.

AM—1340 kc

The Pittsburgh Publishing Co., Pittsburg, Kan.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—990 kc

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP new standard broadcast station to be operated on 990 kc, 1 kw, directional antenna night and unlimited hours of operation.

SEPTEMBER 18

AM—560 kc

WHYN Holyoke, Mass.—CP to change frequency from 1400 to 1550 kc, increase power from 250 w to 10 kw, install new transmitter and directional antenna for day and night use, and change transmitter location—AMENDED: to change frequency from 1550 to 560 kc, change power from 10 to 1 kw, change type of transmitter, make changes in directional antenna system and change transmitter location.

AM—680 kc

The Tower Realty Co., Baltimore, Md.—CP new standard broadcast station to be operated on 680 kc, 5 kw, directional antenna night and unlimited hours of operation—AMENDED: to increase power from 5 kw to 5 kw night and 10 kw day, make changes in directional antenna for day and night use, and change transmitter location and changes in directors and stockholders.

AM—590 kc

WARM Scranton, Pa.—CP to change frequency from 1400 to 590 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location from Dunmore, to Scranton—AMENDED: to make changes in transmitting equipment.

AM—680 kc

Mark A. Braymes and Frank Z. Temerson, a partnership d/b as Lomar Bcstg. Co., Lancaster, Pa.—CP new standard broadcast station to be operated on 680 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.

AM—1450 kc

WATZ Alpena, Mich.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter and studio locations.

AM—1490 kc

WTBF Troy, Ala.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna and to change type of transmitter and extension of commencement and completion dates.

AM—1240 kc

KANE New Iberia, La.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1050 kc

WWGP Sanford, N. C.—License to cover CP as modified, which authorized a new standard broadcast station and for approval of studio location.

AM—1450 kc

WAGC Chattanooga, Tenn.—License to cover CP which authorized installation of a new transmitter.

FM—96.9 mc

KUOA Inc., Siloam Springs, Ark.—CP new FM broadcast station to be operated on Channel 245, 96.9 mc, and coverage of 8,513 sq. mi.—AMENDED: to specify class of station.

AM—1450 kc

Merlin H. Smith, tr/as Radio Ft. Wayne, Ft. Wayne, Ind.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1230 kc

KSWM Joplin, Mo.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

FM—Antenna

WJMC Rice Lake, Wis.—CP to install new vertical antenna and mount FM antenna on top of AM tower.

AM—1490 kc

WSBR Superior, Wis.—Modification of CP as modified, which authorized a new standard broadcast station, to change corporate name from WFCB Incorporated to WSBR Incorporated.

AM—1090 kc

KEVR Seattle, Wash.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna for day and night and change in transmitter location, to change type of transmitter.

AM—730 kc

North Montana Bcstg. Co., Havre, Mont.—CP new standard broadcast station to be operated on 730 kc, 1 kw and daytime hours of operation.

AM—1020 kc

KFVD Los Angeles, Calif.—Authority to determine operating power by direct measurement of antenna power.

AM—1590 kc

Ojai Bcstg. Co., Ventura, Calif.—CP new standard broadcast station to be operated on 1590 kc, 1 kw and unlimited hours of operation—AMENDED: re stockholders, directors and officers.

FM—48.1 mc

Royal Miller, Marion Miller, L. H. Penny and Gladys W. Penny, a partnership d/b as Royal Miller Radio, Sacramento, Calif.—CP new FM broadcast station to be operated on 48.1 mc and coverage of 2,629 sq. mi.—AMENDED: to change name from Royal Miller, Marion Miller, L. H. Penny and Gladys W. Penny, a partnership d/b as Royal Miller Radio to Harmco Inc.

Applications Returned:

AM—1230 kc

WJOY Burlington, Vt.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WTNB Birmingham, Ala.—License to cover CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

KGKY Scottsbluff, Neb.—License to cover CP which authorized installation of new transmitter.

Applications Tendered for Filing:

AM—1170 kc

Robert E. Liverance, Gaffney, S. C.—CP new standard broadcast station to be operated on 1170 kc, 250 w and daytime hours of operation.

AM—1050 kc

Washington County Bcstg. Corp., Johnson City, Tenn.—CP new standard broadcast station to be operated on 1050 kc, 1 kw and daytime hours of operation.

AM—1490 kc

Clarence E. Faulk Jr., d/b as Ruston Bcstg. Co., Ruston, La.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1230 kc

Chet L. Gonce, d/b as "The Voice of Reno," Reno, Nev.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

SEPTEMBER 19

AM—800 kc

The Lawrence Bcstg. Co., Lawrence, Mass.—CP new standard broadcast station to be operated on 800 kc, 1 kw and daytime hours of operation.

AM—1230 kc

WKTD Glens Falls, N. Y.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations.

AM—590 kc

Andrew Jarema and Frank H. Altdoerffer, a partnership d/b as the Binghamton Broadcasters, Binghamton, N. Y.—CP new standard broadcast station to be operated on 590 kc, 500 w and daytime hours of operation.

Video

WABD New York, N. Y.—CP to install new aural and visual transmitters and to install new antenna.

Video

WWBR Washington, D. C.—Modification of CP which authorized a new commercial television broadcast station, for extension of commencement and completion dates.

AM—1230 kc

WCOL Columbus, Ohio—CP to move the old main transmitter to be used as an auxiliary transmitter with power of 250 w.

FM—48.1 mc

Reading Bcstg. Co., Reading, Pa.—CP new metropolitan FM broadcast station to be operated on 48.1 mc, and coverage of 4,750 sq. mi.—AMENDED: to change directors, officers and stockholders.

(Continued on page 76)

IT'S

A FACT!

98,280

Radio Families — in 31 Rich West Texas Counties Served by

KRBC Abilene

KBST Big Spring

KGKL San Angelo

81.3%

of the 118,630

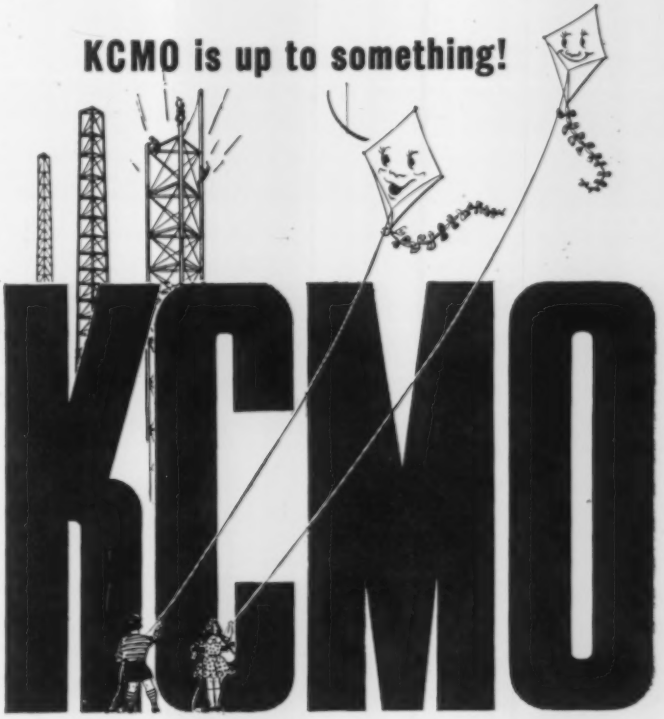
Families in this area

have radios.

See

John E. Pearson Co.

KCMO is up to something!



KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

FCC Actions

(Continued from page 75)

AM—930 kc

WKY Oklahoma City, Okla.—License to cover CP which authorized move of auxiliary transmitter to present site of main transmitter and operate with power of 1 kw, employing directional antenna night.

AM—810 kc

Josh L. Horne, Rocky Mount, N. C.—CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

AM—1410 kc

WKBH La Crosse, Wis.—CP for reinstatement, as modified, which authorized increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location and to change type of transmitter.

FM—Antenna

KVOX Moorhead, Minn.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—740 kc

Balboa Radio Corp., San Diego, Calif.—CP new standard broadcast station to be operated on 740 kc, 5 kw, directional antenna and daytime hours of operation—AMENDED: to make changes in directional antenna system and change transmitter location.

AM—810 kc

KTBI Tacoma, Wash.—Modification of CP which authorized change in frequency, increase in power, change in hours of operation and type of transmitter, changes in antenna and approval and transmitter location, for approval of antenna and transmitter location.

AM—1090 kc

KEVR Seattle, Wash.—License to cover CP as modified, which authorized increase in power, installation of new transmitter and directional antenna for day and night use and change in transmitter location.

AM—1090 kc

KEVR Seattle, Wash.—Authority to determine operating power by direct measurement of antenna power.

Application Dismissed:

AM—550 kc

WGR Buffalo, N. Y.—License to operate main transmitter of station on regular basis. (Request of attorney.)

Applications Tendered for Filing:

AM—1090 kc

Public Service Radio Corp., Baltimore, Md.—CP new standard broadcast station to be operated on 1090 kc, 50 kw, directional antenna night and unlimited hours of operation. (Request facilities of WBAL.)

AM—840 kc

Harold B. Newman and Anne L. Newman, d b as Poncono Bcstg. Co., Stroudsburg, Pa.—CP new standard broadcast station to be operated on 840 kc, 250 w and daytime hours of operation.

AM—870 kc

Fred H. Whitley, Kannapolis, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—1240 kc

James R. Williams, Newton, Kan.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Cecil W. Roberts, Farmington, Mo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—560 kc

KWTO Springfield, Mo.—CP to increase power from 1 kw night and 5 kw day to 5 kw day and night and make changes in directional antenna night.

AM—800 kc

KJXD Portland, Ore.—CP to increase power from 250 w to 1 kw and install new transmitter and daytime hours of operation.

Rexall Resumes

UNITED REXALL Drug Co., Los Angeles, Sept. 27 resumes *Durante-Moore Show* on 141 CBS stations, Fri. 9:30-10 p. m. (EDST). Agency is N. W. Ayer & Son, Hollywood.

LOOKING AT FALL

. . if WE were

an Advertiser!

We'd make plans, right now, to go after a good slice of business in this productive area . . . with the help of CKLW. We'd remember that this station has 5,000 day-and-night watts at 800 kc., to give you concentrated coverage where you want it. We'd recall that CKLW has the lowest rate of any major station in this market . . . for results-per-dollar. Then, we'd begin making up a schedule now . . . and be ready to cash in at the proper time!

In the Detroit Area, It's

ADAM J. YOUNG, JR., INC. Natl. Rep.

CKLW

Canadian Rep., HORACE N. STOVIN, Toronto

Mutual Broadcasting System

Conference

(Continued from page 20)

plenipotentiary conference may last at least six months. With an engineering meeting three months in advance, the entire sessions might run almost a year.

Delegates

Official delegates to the Moscow conference in addition to Chairman deWolf, are:

FCC—Comr. C. J. Durr, Capt. Paul D. Miles, chief, Frequency Service, Allocation Division; Marion H. Woodward, assistant chief engineer, Common Carrier Division (former chief, International Division); David Adams, assistant chief, Common Carrier Division.

State Dept.—Robert Burton, special assistant to the chief, Office of International Information & Cultural Affairs; Donald R. McQuivey, divisional assistant, Telecommunications Division.

Bureau of Standards—Dr. J. H. Dellinger, chief, Division XIV (radio).

War Dept.—Col. A. G. Simson, consultant, Communications Liaison Branch, Office of the Chief Signal Officer; Lieut. Col. James D. Flashman, chief, Frequency Unit, ACO, Hqtrs., AAF.

Navy Dept.—Rear Adm. E. E. Stone, chief, Naval Communications; Capt. W. E. Linaweaver, assistant chief.

U. S. Coast Guard—Capt. Donald E. McKay, acting Chief Communications Officer.

Civil Aeronautics Authority—Eugene Sibley, director, Airways Operations Service.

Staff (all of State Dept.)—Mrs. Helen P. Gray, research analyst, Near East Division, secretary; Oliver P. Webb, administrative assistant, Foreign Service, fiscal officer; Raymond Ziminski, interpreter; and these stenographers: Elizabeth A. Davis, executive clerk, Telecommunications Division; Jane F. Finn, research assistant, Division of Eastern European Affairs; Mrs. Grace Horn, confidential secretary, Division of Communications & Records; Naomi Sutphin, secretary, Division of Southeast Asia Affairs.

Complete Agenda

Following is the complete agenda, proposed by the Soviet Government and accepted by the U. S.:

I. Time, place of World Telecommunications Conference.

II. Questions of provisional registration of frequencies, until entry into effect of a new convention and regulations. Question of a provisional bureau and distribution of radio frequencies for civilian purposes.

III. Consideration of fundamental problems of revision of telecommunications convention and regulations (chiefly general radio communication regulations).

Video Sets Shown

INITIAL postwar home television receivers of RCA Victor were presented last Wednesday to distributors at a meeting held at Hotel Pennsylvania, New York. Limited numbers of two of the newly designed sight-and-sound models are planned for delivery in early November. Also shown were two console models, one a large-screen projection receiver. Latter features newspage-size image and FM as well as AM reception. Program of antenna installations in distributors' stores is underway by RCA factory service engineers to insure satisfactory customer demonstrations. Similar program to provide most efficient operating performance also is planned for public.

Invitation Text

TEXT of the State Dept. invitation to the director, Bureau of the International Telecommunication Union, Berne, Switzerland, for a World Telecommunications Conference beginning April 15, 1947, in the U. S.

The Government of the United States has the honor to invite the governments members of the International Telecommunication Union to attend a plenipotentiary conference to revise the Madrid Telecommunication Convention, 1932. To date the governments of the following countries have indicated their agreement without reservation to the convening of this conference in the United States in accordance with language of Article 18: Canada, China, Colombia, Cuba, Dominican Republic, Ethiopia, Finland, Haiti, Italy, Lebanon, New Zealand, Panama, Paraguay, Poland, Siam, Syria, Turkey, United States, Uruguay, Vatican City, Venezuela. Sections one and two of Article 18 read as follows:

1. The provisions of the present Convention shall be subject to revision by conferences of plenipotentiaries of the contracting Governments.

2. Revision of the Convention shall be undertaken when it has been so decided by a preceding conference of plenipotentiaries, or when at least twenty contracting governments have so stated their desire to the government of the country in which the Bureau of the Union is located.

The Government of the United States has the honor to indicate that the conference will be held in or near Washington, D. C., beginning April 15, 1947.

KFWB LOS ANGELES COVERS UN DIRECT

ONLY independent station outside of New York to broadcast a live direct-wire coverage of the United Nations General Assembly, Oct. 23 will be KFWB Los Angeles. Harry Maizlish, general manager of the station, was in New York last week working out extensive plans for the public service series.

Mr. Maizlish has arranged for a line from the UN general sessions to WMCA New York which will then feed it to KFWB in Los Angeles.

In addition to live coverage the Los Angeles station will carry a half hour program in the evening which will recap the high points. A. Raymond Walsh will do the commentary for the half-hour show which originates at WMCA.

The KFWB United Nations schedule also includes interviews with Los Angeles personalities who happen to be in New York. The latter will be guests of the station at a UN session and the interviews will take place in the station's UN broadcasting booth. Preceding the actual opening of the sessions the station will carry a complete history of UN, utilizing its transcribed library composed of coverage of the UN from the time of its inception. Mr. Maizlish, who plans to be in Chicago at the opening of the NAB convention, will return to New York on Oct. 23 for the first session of the General Assembly.

To Use Radio

PET-METIC PRODUCTS, which has started a newspaper campaign for its cosmetic set for dogs, plans to use radio after Jan. 1. Modern Age, New York, is agency.

Ad Council

(Continued from page 17)

information is absolutely essential if democracy is to work. Now that the war is over, many of our problems have disappeared, but not all. All of them will never disappear, and as long as we have problems we are going to have to have information so that the American people can be informed on those problems.

"We fully understand and approve of the fact that the Advertising Council is completely nonpolitical and is interested only in doing a job for the people of this country. Surprising as it may seem, that is not entirely inconsistent with what a lot of us down here in Washington are striving for. We have the good sense to know that we cannot use Council facilities for any purpose other than to get the facts to the American people about governmental problems concerning which they have a right to know."

Mr. Young said the Council was among the first business organizations to stress the fact that "the public welfare isn't something for just the Government to worry about." He reminded that the Council also was among the first to blueprint a practical course of action.

Attending Program

Among Government officials on the two-day program, whose remarks were not made available, were Paul A. Porter, OPA Administrator; Willard W. Wirtz, chairman, National Wage Stabilization Board; John D. Small, administrator, Civilian Production Administration; John W. Snyder, Secretary of the Treasury; Gen. Mark W. Clark, Commander, American Forces in Austria; Henry A. Wallace, Secretary of Commerce; William L. Clayton, Acting Secretary of State; Eugene Meyer, president, International Bank; Gen. Omar N. Bradley, Veterans' Administrator; Maj. Gen. Graves B. Erskine, Administrator, Retraining & Reemployment Administration; Wilson W. Wyatt, Administrator, National Housing Agency; Robert H. Shields, Administrator, Production & Marketing Administration, U. S. Dept. of Agriculture; Dr. Dennis A. FitzGerald, Secretary-General, International Emergency Food Council; Tom C. Clark, Attorney General.

President Truman sent word to the meeting voicing regret over inability to participate. Text of his message to the delegates follows:

"It has been nearly a year since, on Oct. 15 last, I directed the Office of War Mobilization & Reconversion to set up a small division to work with the Advertising Council and provide a coordinating group within Government to examine those national problems on which understanding or action by the people is required. A year's experience has proved that, in peace as in war, there is no substitute for teamwork between business and Government in the solution of problems which both agree are in the public interest.

Humanitarian Role Cited

"In the eleven months that have passed, the Advertising Council and the OWMR, working with the President's Famine Emergency Committee, played a vital part in awakening this nation to its obligations to the starving people of the world. For this humanitarian contribution you have reason to be proud.

"In the year 1946, 50,000,000 Americans have been persuaded to buy U. S. Savings Bonds worth nearly $6,000,000,000—a figure well ahead of Treasury Dept. quotas and an important factor in lessening inflationary pressures. The acute housing shortage has been at least partly alleviated by persuading many thousands of home owners to share their spare space with veterans. Scarce supplies such as fats have been augmented by successful salvage programs. These are only a few of the projects in which the forces of advertising have helped.

"But some of our most serious problems are as yet unsolved, and cannot be solved without the understanding cooperation of the American people. It is our hope that this meeting will add to your understanding of these problems and that you will lend a hand where it seems proper and practical that you do so.

'The distribution of information through the advertising method on subjects that are above partisanship made a contribution toward winning the war. It is our hope that you who have already done so much will continue to help the nation win through to better, less-troubled times."

Those announced by OWMR as participants in the meeting were:

James R. Adams, executive vice president, MacManus, John & Adams; Edward Anthony, publisher, Woman's Home Companion; William R. Baker Jr., executive vice president, Benton & Bowles; Theodore L. Bates, president, Ted Bates Inc.; W. R. Beardsley, vice president, Miles Labs.; Allan L. Billingsley, president, Fuller & Smith & Ross; Harold Boeschenstein, president, Owens-Corning Fiberglass Corp.; J. D. Bohan, vice president, Sterling Drug.

Elon G. Borton, president, Advertising Federation of America; Melvin Brorby, vice president, Needham, Louis & Brorby; Frank Braucker, president, Periodical Publishing Assn.; Louis N. Brockway, executive vice president, Young & Rubicam; Thomas D'A. Brophy, president, Kenyon & Eckhardt, Leo Burnett, president, Leo Burnett Co.

Robert B. Choate, publisher, Boston Herald-Traveller; C. S. Ching, U. S. Rubber Co.; Evans Clark, executive director, Twentieth Century Fund; Mrs. Raymond Clapper, Look; John L. Collyer, president, B. F. Goodrich Co.

Lester S. Dame, Washington representative, General Mills; H. M. Dunlap, vice president, Hearst Magazines Inc.

J. H. S. Ellis, president, Arthur Kudner Inc., New York; Paul S. Ellison, director of public relations, Sylvania Electric Products Inc.; Philip J. Everest, managing director, National Assn. of Transportation Advertising; Roy Everett, eastern representative, Foster & Kleiser.

Clarence Francis, chairman, General Foods Corp.; Walter D. Fuller, president, Curtis Publishing Co.; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Philip Graham, publisher, Washington Post; Dr. Alan Gregg, director of medical science, Rockefeller Foundation; Arthur P. Hall, assistant secretary, Aluminum Co. of America; Helen Hall, director, Henry Street Settlement; William A. Hart, director of advertising, E. I. duPont de Nemours & Co.; R. E. Healy, vice president, Colgate-Palmolive-Peet Co.; Dr. Michael Heilperin, economic adviser, Bristol-Myers Co.; Buell W. Hudson, publisher, Woonsocket Call.

Holgar Johnson, Institute of Life Insurance; Eric Johnston, president, Mo-

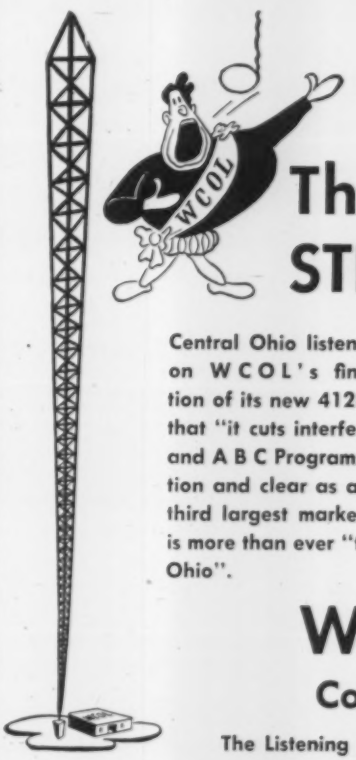
(Continued on page 78)

LACKING Paul Bunyan's mighty boots and unable to purchase a car, Morris Brink, a Wadena, Minnesota farmer, figured out another angle to fulfill his lifelong ambition of gaining an audition on WNAX, Yankton, S. D. He purchased a six-year-old mare named Pearl, bought a buggy and made the 400-mile trek across the plains of Minnesota and South Dakota. Above, he is pictured with George B. German, WNAX "Inquiring Farm Reporter" who interviewed him prior to his audition.

audiodisc

Fine transcriptions are recorded on Audiodiscs

AUDIO DEVICES, INC., N. Y. C.



The Voice Is STRONGER!

Central Ohio listeners enthusiastically comment on WCOL's finer reception since completion of its new 412-foot tower. Listeners remark that "it cuts interference and our favorite local and A B C Programs now come in free of distortion and clear as a bell." WCOL, serving the third largest market in the fourth richest state, is more than ever "the listening habit of Central Ohio".

WCOL
Columbus
The Listening Habit of Central Ohio

Represented by THE HEADLEY-REED CO.

The Winning Time
is the Time You Buy on

BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

KMOX
St. Louis
Vick's Products

New
New York Office
475 Fifth Ave.
AN ARTHUR B. CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

New Equipment at NAB Convention

Exhibitors Are Allotted Space on Fourth, Eighth Floors

POSTWAR broadcasting equipment of the latest type, some of it not even in the gleam stage before the war, will be displayed by manufacturers of transmitters, recording apparatus and other devices at the NAB Convention in Chicago Oct. 21-24.

Space for these exhibits has been allocated, subject to change, by NAB to associate members. An unusual number of heavy items in the transmitter field will be placed on display. The large exhibition room on the fourth floor of the Palmer House will be used to display heavy equipment. Special booths will be built, with ample room for displays as well as visitors, according to C. E. Arney Jr., NAB secretary-treasurer, and Arthur C. Stringer, director of special events, who are in charge of exhibits. An area of 4,000 square feet is available.

The eighth floor displays will be staged in private suites, the entire floor being devoted to exhibits and convention work rooms. Some eighth floor exhibitors were moved to the fourth floor because of the weight of their equipment.

Listed as fourth floor exhibitors are: Western Electric Co.-Graybar; Gates Radio Co.; Raytheon Mfg. Co.; Collins Radio Co.; Federal Telephone & Radio Corp.; RCA; General Electric Co.; Frederick Hart & Co.

On the eighth floor will be: Wincharger Corp.; Kasper-Gordon; Keystone Broadcasting System; Raytheon Mfg. Co.; Collins Radio Co.; SESAC; Presto Recording Corp.; Audio Devices; Featured Radio Programs; Universal Radio Products; Machlette Labs.; Radio Engineering Labs.; NBC Radio Recording Division; C. P. MacGregor; Andrews Co.; Frederick W. Ziv Co.; Standard Radio; Harry S. Goodman Radio Productions; U. S. Recording Co.; Gates Radio Co.; Frederick Hart & Co.; Capital Records; V. Langevin Co.; Federal Telephone & Radio Corp.; Transcription Sales Inc.; Magnecord Inc.; Western Electric Co.-Graybar; Rek-O-Kut Co.; Program Buys; Daven Co.; Amperex Electronic Corp.; Teleways Radio Productions; Fairchild Camera & Instrument Corp.; World Broadcasting System; Neblett Radio Productions; Universal Recording Corp.; RCA; Lang-Worth Feature Programs; Press Wireless.

Completing Program

NAB headquarters office in Washington is completing work on the convention program. Acceptances have been received from a number of speakers, including representatives of the FCC and major networks, but their names will not be announced until the program is complete.

Latest lineup of events includes the NAB Golf Tournament for the BROADCASTING Magazine trophy, scheduled for Sunday Oct. 20 9:30 a. m., at Acacia Country Club, in suburban Chicago (see story page 18) and pre-convention registration, 10 a. m.-5 p. m.

Monday morning will be marked by a series of meetings by standing committees. Problems of FM will be discussed at a luncheon panel, with facsimile winding up the afternoon. The returning board of directors meets Monday night.

Miller Address Tuesday

A no-host breakfast will be held Tuesday morning under auspices of the Chicago Radio Management Club. Speakers have not been announced. President Justin Miller will deliver his keynote address at 10 a. m. Afternoon meeting will take up Broadcast Management Bureau.

Scheduled Wednesday are general sessions on music copyright, small market stations, public relations and an NAB business meeting. At the business session directors-at-large will be elected and the membership will vote on proposed amendments to the by-laws, including re-districting of several areas. A no-host dinner will be held in the evening, featuring a panel of leaders in various fields of expression who will discuss means of protecting freedom of radio, press and motion pictures.

A representative of the CAA will speak briefly Thursday morning. Retail advertising and broadcast advertising clinics will be held, with the formal convention coming to an end Thursday night at a banquet to be held at the Stevens. The new board will meet Friday.

Wayne W. Cribb, KHMO Hannibal, Mo., will report on the NAB management study, covering a series of complete studies of small station operation. Chairman Marshall H. Pengra, KRNR Roseburg, Ore., will review problems involved in FCC regulation 91-D requiring first class operators on duty at all times.

Hugh M. Higgins, head of the Sales Promotion Division, will discuss sales promotion and sales aids. Robert T. Mason, WMRN Marion, Ohio, will speak on small market station manager's place in community leadership. J. Allen Brown, head of the NAB Small Market Stations Division, will review means of developing new business. Richard P. Doherty director of the Employe-Employer Relations Dept., will outline problems affecting employment and labor relations. Edward J. Heffron, NAB special assistant for public relations, will speak on public relations work at small market outlets.

No more reservations for hotel rooms can be accepted, Mr. Arney said, unless the Hilton Hotels will agree to provide additional space.

Ad Council

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tion Picture Assn.; Samuel Kaufman, Washington Star.

Philip J. Kelly, vice president, Lennen & Mitchell; John H. Kelly, chairman, Emerson Drug Co.; Judy Kivis, Advertising Council; John S. Knight, editor, Chicago Daily News; Edgar Kobak, president, MBS.

Sigurd S. Larmon, president, Young & Rubicam; Roy E. Larsen, president, Time Inc.; George P. Ludlam, radio director, Advertising Council.

M. Lee Marshall, chairman of board, Continental Baking Co.; W. G. Marshall, vice president, Westinghouse Electric & Mfg. Co.; Keith McHugh, vice president, American Telephone & Telegraph Co.; J. H. McCall, chairman of board, American Meat Institute; Justin Miller, president, NAB; Roy D. Moore, general manager, Bush-Moore Newspapers; R. W. Moore, president, Canada Dry Ginger Ale; Charles G. Mortimer Jr., vice president in charge of advertising, General Foods Corp.; Charles McDonough, advertising manager, Combustion Engineering Co.

Arthur S. NewMyer, Washington; Thomas Nokes Jr., account executive, Outdoor Advertising Inc.

J. J. Pelley, president, Assn. of American Railroads; H. W. Prentis, president, Armstrong Cork Co.

Theodore S. Repplier, president, Advertising Council; William Reydel, partner, Newell-Emmett Co.; F. D. Richards, president, Campbell-Ewald Co.; Carl B. Robbins, executive vice president, McCann-Erickson; Irwin Robinson, executive vice president, Tracy-Robinson Inc.

Mark Seelen, art director, Outdoor Advertising Inc.; John C. Sterling, publisher, This Week.

Harold B. Thomas, vice president, Pedlar & Ryan; Leonard Trester, assistant to president, General Outdoor Adv. Assn.

Paul B. West, president, Assn. of National Advertisers; Henry C. Wehde, Advertising Council; William J. Williams, vice president and secretary, Canada Dry Ginger Ale Co.; S. Clay Williams, chairman of board, R. J. Reynolds Tobacco Co.; Paul Willis, president, Grocery Mfrs. of America; Allan M. Wilson, assistant to president, Advertising Council; Albert E. Winger, executive vice president, Crowell-Collier Publishing Co.; Phillips Wyman, vice president, McCall Corp.; James W. Young, senior consultant, J. Walter Thompson Co.; Russell Ziegler, Cluett, Peabody & Co.

CLOSE CONTINUES
Mutual Undisturbed by PM Opposition to Views

DESPITE reports in the New York newspaper *PM* that opposition was rising against the MBS broadcasts of Upton Close, arch conservative commentator, the network last week seemed disinclined to take Mr. Close off the air.

Network officials said that they had received numerous letters of protest, but that all were obviously inspired by organized groups and that there was no indication of a popular movement in opposition to Mr. Close's commentaries.

One Mutual executive pointed out that under the free radio system, Mr. Close was as privileged to broadcast as any other commentator. This executive issued the reminder that Mutual carried speakers of varied political stripe and as an example cited the scheduled appearance of Earl Browder, onetime U. S. chief of the Communist party, on the *American Forum of the Air* next Tuesday.

FM Application Progress Reported

FCC Announces Orderly Processing Policy Will Apply

A PROGRESS REPORT on FM applications, showing the status of each and the reasons for delay in cases awaiting action, was released by FCC last Thursday.

In an accompanying statement the Commission gave assurance that the recently announced AM policy of "orderly processing"—acting on applications in the order in which they were filed—also will be followed in FM "as nearly as possible."

Compiled as of Sept. 13, the report covered 864 FM station applications including 270 which have been converted into full construction permits since last Oct. 8, and 261 others for which conditional grants have been issued. Not counted were 65 FM stations reported already on the air.

No Action on 191

The list showed 191 applications, filed prior to Sept. 13, on which no action has been taken by the Commission; 5 received in August on which no work has been done, and 137 which have been set for hearing.

Following the general plan of the Aug. 16 announcement covering the status and order of processing AM applications [BROADCASTING, Aug. 19], the FM list shows, by file number, the processing category in which each application stood as of Sept. 13. Unlike the AM list, the FM report identifies applications only by file number, omitting the names or locations of the applicants.

"Every effort is being made to convert conditional grants into construction permits," FCC said. "These, as nearly as possible, are being handled in the order of their original grants. The other applications, as nearly as possible, will be processed by the staff for Commission; five received in August on quence."

Like the AM list, the report is being sent to all applicants involved "to acquaint them with the current status of their applications," and will be followed "from time to time" by similar lists. FCC said that if errors are detected they should be called to the attention of Commission Secretary T. J. Slowie by letter marked "Attention FM Section." Telephone calls "can not be handled."

Biggest Difficulty

Biggest drawback to conversion of conditional grants into full construction permits, the list showed, is lack of additional engineering data which has been requested. The Commission listed 154 conditionally granted applications on which "engineering approval can not be given until further engineering data which has been requested from applicant is received."

Eighty-five others are now awaiting engineering study, while 14 "can not be processed until statement of program plans is received from applicant." Among others still in the conditional-grant class, it was pointed out, three have been referred to Canada for coordination with Canadian FM assignments to avoid across-the-border interference conflicts.

Of the 137 applications designated for hearing, 50 have been heard and are awaiting decision; 50 have not been heard, and 37 have been heard except in reference to engineering data.

Of the 191 filed before Sept. 13 on which no action has been taken, 82 were reported apparently complete and ready for Commission action as soon as they can be studied. Action on 66 others awaits submission of program or other plans.

In 31 instances, it was pointed out, action is being delayed because they come from applicants who already have received two grants. They will not be acted upon, FCC said, "until Commission finishes work on applications from applicants who have thus far received no grants or only one grant."

Summary Table

A summary table on the status of FM applications:

FM STATIONS ON AIR	65
CONSTRUCTION PERMITS GRANTED SINCE OCT. 8, 1945	270
CONDITIONAL GRANTS	261
(a) Awaiting further engineering data requested from applicant	154
(b) Applicant changing from Class A to Class B	2
(c) Transfer of control pending	2
(d) In pending file at applicant's request	1
(e) Awaiting program plans from applicant	14
(f) Referred to Canada for coordination with Canadian FM assignments	3
(g) Awaiting engineering study	85
	261
DESIGNATED FOR HEARING	137
(a) Heard, awaiting decision	50
(b) Heard, awaiting further hearing on engineering	37
(c) Not yet heard	50
	137
FILED BEFORE SEPT. 13, ON WHICH NO ACTION HAS BEEN TAKEN	191
(a) Apparently complete, available for action as soon as can be studied	82
(b) Program plans must be submitted	57
(c) Further data other than program plans requested by Commission	9
(d) Transfers or assignments of license pending	3
(e) Awaiting outcome of court proceedings	1
(f) Not in hearing but held up pending outcome of related AM or FM hearing case	8
(g) From applicants who have received two grants; to be delayed until FCC completes work on those from applicants who have received none or only one grant	31
	191
RECEIVED IN AUGUST, ON WHICH NO WORK HAS BEEN DONE	5
TOTAL (Exclusive of FM stations on Air)	864

Petrillo

(Continued from page 18)

tive board unanimously adopted a resolution to support Mr. Petrillo, Rep. Clarence J. Brown (R-Ohio), chairman of the Republican National Executive Committee and one of the proponents of the Lea Act, declared that broadcasters should demand the replacement of Mr. Woll as prosecutor.

Lea Heard Nothing

Congressman Lea said last week he had heard nothing recently from the Attorney General, but had been advised by Mr. Clark "some time ago" that a special assistant from the Solicitor General's office would be designated to represent the Government.

"I have never questioned Mr. Woll's integrity," said Representative Lea, "but I felt the Government should not permit even a suspicion in this case."

Attempts to contact members of the Dept. of Justice Criminal Division, which has been assigned to the Petrillo case, were futile last week. Secretaries of assistant attorneys general who have been working on the case told BROADCASTING representatives their bosses were "not permitted to talk to you."

In the Public Information Section, to which all calls were referred by the Criminal Section, BROADCASTING reporters were told: "We can't give you any information." Mr. Woll also was shielded by the Justice Dept. from newsmen.

According to Mr. Connor in Chicago, the court is expected to set a date for oral argument from both the Government and defense within a fortnight after the Government's reply briefs have been filed Sept. 30. Such procedure would delay earlier anticipations of getting the case before the Supreme Court in the October term for a ruling on constitutionality of the law.

NAB Group Meets

EXPANDED program of NAB Employe-Employer Relations Dept. will be proposed at a meeting today (Set. 23) of the Employe-Employer Relations Committee at the Statler Hotel, Washington. Richard P. Doherty, new department head who took office early this month, will meet committee members. Proposal for expansion of work along the line undertaken since the first of the year, was first discussed by the committee at a meeting held Aug. 12. Directing the program have been Ivar H. Peterson and Milton J. Kibler, assistant department directors.

Miss Helen Kennedy
Kroger Grocery and Baking Co.
Cincinnati, Ohio
Dear Helen:
Doggone I'm awful sorry I missed seein' you when you visited WCHS recently. You ought to hear our promotion manager, Johnny Sinclair, talk about what a swell gal you are. He also told me something about a new Fall campaign Kroger's are getting ready to boost coffee sales. Well, if it's promotion you need we certainly have it. I knew that the top prize WCHS won in your promotion contest last year must have been well deserved and the fact that Kroger coffee sales for this district showed a 49% increase, compared to the national average of 21%, proves my point.
Yrs.
Algy

WCHS
Charleston, W. Va.

ISN'T it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—
. . . isn't it only natural to find really responsive coverage—people who buy? This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM 250 WATTS Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

Pearson & Allen

(Continued from page 15)

profits about three-quarters of a million before taxes and around one-quarter of a million after taxes.

Hearing on the renewal application, twice postponed on FCC's own motion, is now set for Oct. 1, but Messrs. Pearson and Allen petitioned for "comparative consideration" of their application with WBAL's and requested 60-day postponement of the hearing. "Comparative consideration," it was pointed out, is required by Commission rules.

It was this interpretation of the Rules that WBAL counsel challenged. The Hearst attorneys did, however, contemplate an extension of the renewal hearing date, primarily because issues of the hearing have not been announced and it is Commission policy wherever possible to give at least 30 days' notice for preparation of a case.

The two newsmen, who collaborated on the book *Washington Merry-Go-Round* in 1932 and on a widely syndicated daily news column of the same name until Mr. Pearson took it over when his colleague went into the Army in 1942, applied in the name of Public Service Radio Corp.—giving extra emphasis to the programming and public service issues on which the battle, whenever it comes, may largely be fought.

They are 50-50 owners, with Colonel Allen as president and Mr. Pearson vice president and treasurer. Eli Frank Jr., Baltimore attorney, is secretary, but owns no stock. The company has authorized capital stock of 100,000 shares, par value $5, and each stockholder has bought $12,500 worth and subscribed to $50,000 more if the application is granted. A $250,000 bank loan is contemplated to help pay construction costs of the station, which are estimated at $261,000. Monthly operating expenses are estimated at $65,000 and monthly revenue at $80,000.

Formerly 10

Hearst interests formerly owned 10 stations, now have three: WISN Milwaukee, WCAE Pittsburgh, and WBAL. The Hearst organization for several years distributed the Pearson-Allen *Merry-Go-Round*, which now is carried by four Hearst papers including the *New York Mirror* headed by Hearst Radio's President C. B. McCabe.

Several applicants have sought the facilities of existing stations in the past, but only one such application has ever been successfully prosecuted and that didn't involve issues of public service or promises of better service.

That was approximately 15 years ago when Johnson-Kennedy Corp. (WIND Gary, Ind., now Chicago) applied for the facilities of WIBO under the Davis Equalization Amendment, which divided the nation into five zones with each state within a zone entitled to equitable facilities according to population.

FRC Made Grant

The old Federal Radio Commission granted the application of Johnson-Kennedy (Ralph Atlass, et al) on mathematical grounds, since Illinois was greatly over-quota and Indiana was under-quota, and the Supreme Court upheld the grant. The Davis Amendment was repealed shortly thereafter and WIND several years later was moved to Chicago.

While WBAL has been set for renewal hearing since early this year, the fact that FCC has granted Hearst Radio's application for a television station in Baltimore has been considered at least a partial answer to whether it feels Hearst is qualified to operate a station "in the public interest." The two successive postponements of the renewal hearing have contributed to this belief.

Messrs. Pearson and Allen both have had microphone experience, but neither has had any experience in station management or operation. Mr. Pearson currently conducts a 15-minute Sunday evening news commentary on ABC, sponsored by Lee Hats, and Colonel Allen appeared with him on newscasts and commentaries in pre-war days.

Rift Reported

In newspaper circles, reports had been widespread that the two newsmen were at sword's points because of events during Colonel Allen's absence. He is still in the army, but has not indicated that he will return either to the column or to the broadcasts, and the WBAL application was seen as a means of bringing the two together again.

Colonel Allen had been slated to head the *Philadelphia Record's* Washington bureau and also handle Capital news for WCAU Philadelphia if the *Record's* purchase of the station gets FCC approval. But it was understood that if the 1090 kc assignment is withdrawn from WBAL and given to Public Service Radio, he will move to Baltimore and take over management of the station.

Colonel Allen, who lost an arm in military service, was public relations aide to the late Gen. George S. Patton Jr. and was decorated for service. In the application he gives his age as 46, his residence as Washington. Mr. Pearson, 49, lists his address as Washington and Gaitherburg, Md. Besides his radio and newspaper work and "some lectures," Mr. Pearson said he also has "engaged in farming at my Gaithersburg, Md. home."

Both men reported net worth "in excess of $100,000." Mr. Pearson said his earnings last year were "in excess of $75,000" before taxes, and Colonel Allen said his were "in excess of $15,000."

The two newsmen are saving until the hearing the bulk of plans which they ask the Commission to consider "in comparison with the past performance and the promises for future operation of WBAL." The statement of program plans and policies is little more than one page in length, but it is pointed out that at the "hearing the applicant will present complete testimony covering its qualifications and plans."

65% Commercial

The application anticipates approximately 65% commercial and 35% sustaining time, with about 50% of monthly time coming from a network. About 20% of time will be devoted to transcriptions.

The statement of program plans recognizes that "operation of a broadcast station is a privilege which carries with it weighty public responsibilities."

The station will emphasize in its programming the cultural, educational, religious and civic aspects of community life," the statement continues. "Extensive attention will be given to local, national, and international news broadcasts. Forum programs on controversial questions will be carried, on which qualified experts will appear. Additional time will be available for the discussion of current topics. In the entertainment field, special measures will be undertaken to feature the best in music and drama.

"The applicant realizes the tremendous possibilities of using radio as an educational medium, and will endeavor to utilize the full facilities of the community for this purpose."

Messrs. Pearson and Allen said that "consistent with its program plans the applicant will employ a staff of experienced, trained personnel, capable of executing its policies," and "will give preference to returning servicemen and women of the community."

In its Blue Book, which was regarded as the prompting factor for the Public Service Radio applica-

Fly Formula

FORMULA for settlement of the maritime strike was provided Thursday by James Lawrence Fly, communications lawyer and former FCC chairman. Mr. Fly had been named to arbitrate the case, which had produced paralyzing effects in many phases of the national economy. His formula, which laid the pattern for settlement of the strike, was based on the principle of equal pay for equal work.

24 YEARS OF SERVICE

24 YEARS OF SPECIAL EVENTS BROADCASTING — Suited to the Needs of the Great Northeast—

. . . . Since the opening of WGY, nearly 25 years ago, the station has presented, in the public interest, programs commemorating area as well as national events . . . . Programs which have aided area civic projects . . . making the station an integral part of the "WGY Community" . . . . 33 counties in Eastern and Central New York and Western New England.

Represented Nationally by NBC Spot Sales

NBC — 24 Years of Service

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

tion, the Commission compared statements of WBAL policy under a former owner with actual programming after acquisition by Hearst. When the transfer was effected in 1935, purchasers were not required to outline program plans.

The Blue Book said that in the week of April 23, 1944, "only 12.5% of the program time between 8 a. m. and 11 p. m. was sustaining," and dropped to less than 6% during the same time periods from Monday through Friday of the same week. During those hours, FCC continued, WBAL that week broadcast 507 spot announcements of which 6 were sustaining public service announcements. In one 45-minute morning period, "16 spot announcements were broadcast or one every 2.8 minutes," and "less than 2.5% of the station's time between 8 a. m. and 11 p. m. during the week was devoted to sustaining programs of local live origin."

Tube Prices

SALE of radio receiver tubes and allied special purpose tubes on an adjustable pricing basis by manufacturers was ordered last week by OPA, effective Sept. 18. This permits sales to be made at present ceiling prices subject to an agreement with the buyer for upward adjustment of the price to new ceilings when established by OPA. These manufacturers were granted a 27.5% increase in ceiling price last May 2. The order is designed to encourage full production during the period during which OPA is studying a proposed additional increase.

INTERIM OPERATION PLANNED BY WRUN

WRUN, the Rome (N. Y.) Sentinel Co.'s new FM station, plans to start low-power "interim" operation sometime in December, officials announced last week

To get an FM outlet on the air in the Rome-Utica-Oneida area and stimulate sales of FM and FM-AM receivers, it is planned to install a 250-w transmitter in the Rome studios and present programs featuring news and music on regular daily schedules until the permanent transmitter is installed. The station, granted last month, is authorized to operate with 43-kw radiated power. Equipment scarcity, official says, necessitates interim operation.

Fred S. Updike is general manager of the newspaper company's radio division, and Emlyn Griffith, former AAF major, is his assistant. The *Sentinel* is using its news and advertising columns to inform prospective listeners that WRUN operations the next six months will be a "hay-rope-and-wire proposition," but that "an FM signal will be available." Plans call for later establishment of a large studio in Utica.

Mr. Shaw Needs Grant--Then Money

Applicant Has Plenty To Say, But Few Answers

By IRVING M. KIPNES

IS PREVIOUS experience in the operation of a broadcast station an adequate criterion of one's qualification to be a licensee and operate a new station?

According to Bruno Shaw, former commentator on several New York stations, it isn't.

Mr. Shaw has applied to the FCC for a new "10 M w" (10-kw) station in New York to operate on 620 kc. He answered few of the pertinent questions asked by the Commission in the application. However, a rather lengthy exhibit was attached to the application.

Already Surfeited

Radio, says Mr. Shaw in his quest for a New York outlet, "is a field already surfeited with horse-and-buggy-minded operators whose profits are unreasonably large, and who do not give the public the services it is entitled to."

Mr. Shaw, however, concedes that obviously no station could carry on its operations without advertising. "It would be my purpose," continues Mr. Shaw, "to solicit advertising from the industry and its agencies, but such advertising will be sold as advertising ONLY (Mr. Shaw's caps), and not as entertainment or public service. Furthermore, no advertising would be accepted unless it met with the high standard that would be set for that department," he added.

Mr. Shaw says that the "personal financial standing of the applicant will not go beyond four figures." He also concedes that such a sum will "not be adequate to finance the construction and initial operation of a radio station." He also acknowledges that the Commission requests information on the application concerning the manner in which the applicant expects to finance the undertaking.

Needs Grant First

However, he has a remedy for that, too. Mr. Shaw proposes that the FCC give him a conditional grant and with that in "hand," he is certain that within a reasonable length of time he will be able to secure adequate financing. Mr. Shaw maintains that this is a "common-sense procedure for anyone who does not personally possess the entire amount of capital," or for those who are "unwilling to pledge control of the station and its operations to others who, under such circumstances, might at this time be willing to underwrite the project 'when and if . . .'" He asserts that he is unwilling to pledge control of his station to anybody.

Mr. Shaw supports his contentions, saying: "There is little need for the advance production of huge capital resources, or the granting of a radio station license only to persons with such capital.

"Such a procedure," he claims, "would place the important radio facilities of the nation exclusively in the hands of the wealthy, making it impossible for others to compete in metropolitan centers on the basis of sheer merit. . . . And on the basis of the Commission's own adverse report on the present state of radio station operation, it would constitute a restriction that would be contrary to the best interests of the Commission and the public."

Mr. Shaw implies that several FCC questions in the application are moot. For instance: "It would not be possible . . . to give any *accurate* (Mr Shaw's emphasis) advance estimate of monthly cost of operation and estimated monthly revenue.

"The cost of monthly operation," Mr. Shaw informs FCC, "will depend largely on the monthly revenue of the station, and the monthly revenue can only be determined after the station is in operation.

"Any figures given at this time," he muses, "will be sheer guesswork."

Lever Bros. Renews

LEVER BROS., Cambridge, Mass., (Rinso), Oct. 1 resumes *Amos n' Andy* on 148 NBC stations, Tues. 9-9:30 p. m. (EST). Featured are Freeman Gosden and Charles Correl with Hattie McDaniel and Delta Rhythm Boys, vocal group. Lud Gluskin is musical director. Glenn Y. Middleton produces for Ruthrauff & Ryan, agency handling account.

Time Problems

OPERATING problems of daylight savings time received attention of Ninth District CBS affiliates' meeting in Seattle, Wash., last week. Suggestion for lobbying for standardized time in all sections of the country was considered. Concern over time shifts from standard to daylight and vice versa was voiced showing station and network time overlap. Under standard time, a given hour might be station time and in the shift to daylight, the same hour could become network. Resulting confusion is said to create ill-will in dealings with local advertisers.

STAY ONE JUMP AHEAD with . . .

CLEVELAND'S *Chief* STATION

By leaps and bounds Cleveland's *Chief* Station stays out front in listener acceptance. WJW delivers more daytime dialers per dollar in the Cleveland area than any other regional station. Cleveland's *Chief* Station makes sales for a lot of advertisers. Let WJW be your courier, keep your sales mounting.

BASIC ABC Network CLEVELAND, O.

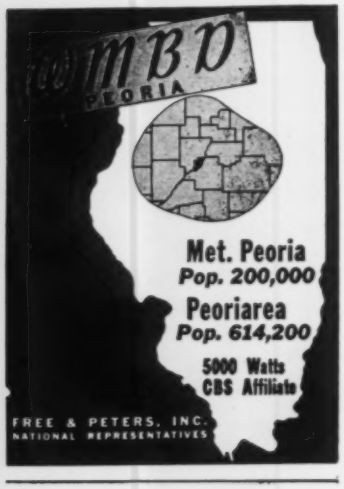
WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York
(Rep.)
5000 WATTS—SOON!



Use of Radio Urgent UNESCO Topic

Benton Hints State Dept. Will Keep Shortwave

EFFECTIVE USE of radio by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to promote world peace and exchange of views by various governments will be one of the chief topics to be discussed this week when the National Commission on Educational, Scientific and Cultural Cooperation holds its first meeting in Washington.

William B. Benton, assistant Secretary of State in charge of Public Affairs, at a news conference Wednesday, emphasized radio as the "easiest, fastest field in mass communications." He announced that U. S. shortwave transmitters would be turned over to the United Nations effective today (Monday) for the broadcast of United Nations sessions. UN will broadcast today's full session and two hours daily (9:15-11:15 a. m.) thereafter.

"We hope the programs will be picked up and re-beamed by standard stations throughout the world," said Mr. Benton. Although he said U. S. stations likely would not broadcast the sessions as extensively as UN plans for foreign consumption, "we must try to do what we can with domestic stations."

May Dominate

Mr. Benton hinted that the future may see international shortwave dominated by UNESCO, with individual countries reducing their respective broadcasts. "The greater the load by UNESCO in the field of broadcasting, the less the load need be for the various international broadcasting stations," he said.

He declared that only through radio can many sections of the world be reached effectively. He recalled a report by Mark Ethridge, publisher of the *Louisville Courier-Journal* (WHAS) after a trip to the Balkans. Mr. Ethridge reported that the Balkans have more confidence in the Voice of America broadcasts than other nations. In Hungary, said Mr. Benton, 13% of the set owners listen to U. S. stations.

Shortwave abroad is far more popular than in the U. S., he added, explaining that Russia, because of its vast territory, depends considerably on shortwave transmissions within the Soviet Union.

Questioned about Government operation of shortwave in competition with commercial broadcasting, Mr. Benton declared "there is no commercial opportunity in shortwave." He alluded to a memorandum from Brig. Gen. David Sarnoff, RCA president and NBC board chairman, to the State Dept. in 1943 in which the general opposed commercialism of shortwave broadcasting. Mr. Benton said there would be insufficient revenue to make it profitable, commercial broadcasting might offend countries that ban it, and the quality of programs broadcast under commercial sponsorship might not achieve the aims and purposes of the State Dept.

Mr. Benton gave every indication that the State Dept. plans not only to remain in the broadcasting business but to expand its activities. He declined to comment on the Algiers situation, wherein France has notified the U. S. that this country must cease its operations in Algiers at the end of this year. "There is no change," he said when pressed for comment on negotiations now under way [BROADCASTING, Sept. 2].

Mr. Benton disclosed that 83 prominent Americans of 90 invited to serve on the National Commission on Educational, Scientific and Cultural Cooperation, had accepted. Among them are NAB President Justin Miller and Edward R. Murrow, CBS vice president in charge of Public affairs.

Seven Categories

The NCESCC, after general sessions Monday, on Tuesday will be divided into seven categories as follows: Education, Mass Communications, Cultural Institutions, Natural Sciences, Social Sciences, Humanities, The Arts. Meetings will continue through Thursday with final reports of committees and groups. Sessions will be held on the 11th floor of the War Manpower Bldg., Washington.

Following are members of the commission who have accepted appointments:

GOVERNMENT—Gen. Omar N. Bradley, VA Administrator; Luther H. Evans, Librarian of Congress; Dr. John W. Studebaker, U. S. Education Commissioner; Sen. James E. Murray (D-Mont.); Rep. Chester E. Merrow (R-N. H.); Kathrine F. Lenroot, chief, Children's Bureau, FSA; Donald C. Stone, assistant director, Bureau of the Budget.

MEMBERS-AT-LARGE-Edward R. Murrow, CBS vice president in charge of public affairs; Beardsley Rumi, chairman, R. H. Macy & Co., New York (parent organization of Bamberger Broadcasting Corp., licensee of WOR New York); Edward R. Barrett, editorial division, Newsweek; Chester Bowles, former Economic Stabilizer; Ben Mark Cherrington, director, Social Science Foundation, U. of Denver; Dr. Arthur H. Compton, chancellor, Washington U.; Mrs. Mildred McAfee Horton, president, Wellesley College; Archibald MacLeish, former Librarian of Congress; Mrs. Anna Rosenberg, Advisory Board, Office of War Mobilization & Reconversion; John Hay (Jock) Whitney; Charles S. Johnson, director, Dept. of Social Science, Fisk U., Nashville; Henry A. Moe, secretary, John Simon Guggenheim Foundation; Mrs. Louise Wright, executive secretary, Chicago Council of Foreign Relations.

STATE AND LOCAL GOVERNMENTS —Dr. Clarence A. Dykstra, provost, U. of California; Reuben Gustavson, chancellor, U. of Nebraska; George Stoddard, president, U. of Illinois; Ralph A. Beals, director, N. Y. Public Library; Milton Eisenhower, president, Kansas State College of Agriculture & Applied Science; James Marshall, N. Y. Board of Education; Thomas G. Pullen, Maryland State Supt. of Schools; Daniel C. Rich, director of Fine Arts, Art Institute of Chicago; Dr. Maycie Southall, professor of Elementary Education, Peabody College, Nashville; A. J. Stoddard, Philadelphia Supt. of Schools; Blake Van Leer, president, Georgia School of Technology; Mrs. Pearl A. Wanamaker, Washington State Supt. of Public Instruction; Dr. Helen C. White, professor of English, U. of Wisconsin.

ORGANIZATIONS—Justin Miller, NAB president; Morse A. Cartwright, director, American Assn. for Adult Education; James B. Conant, president, American Assn. for the Advancement of Science, Harvard U.; Chauncey J. Hamlin, president, American Assn. of Museums; Ralph E. Himstead, general secretary, American Assn. of U. Professors; Kathryn McHale, general director, American Assn. of U. Women; Harry F. West, managing director, American Book Publishers Council; Louis Brownlow, chairman, American Committee for the International Union of Local Authorities; Waldo G. Leland, president, American Council of Learned Societies; George F. Zook, president, American Council on Education; Mrs. Roy C. Ingersoll, American Farm Bureau Federation; Hudson Walker, American Federation of Arts; Nelson H. Cruikshank, director, Social Insurance Activities, American Federation of Labor; Selma Borchardt, chairman, International Relations Committee, American Federation of Teachers; Albert Harkness, American Institute of Architects; Ralph A. Ulveling, librarian, Detroit Public Library, American Library Assn.; Thomas S. Gates, president, American Philosophical Society; Hubert O. Croft, president, American Society for Engineering Education, State U. of Iowa; Erwin D. Canham, editor, Christian Science Monitor, American Society for Newspaper Editors; Walter N. Ridley, president, Virginia State College, American Teachers Assn.; Dr. Walter A. Bloedorn, dean, School of Medicine, George Washington U., Assn. of American Medical Colleges; Harry D. Gideonse, president, Associated Youth Serving Organizations Inc., Brooklyn College; Mrs. Cathleen Lardie, president, Assn. for Education by Radio.

Guy E. Snavely, executive director, Assn. of American Colleges; William K. Jackson, president, Chamber of Commerce of the U. S.; Paul G. Hoffman, chairman, Board of Trustees, Committee for Economic Development; Kermit Eby, director of Education and Research, Congress of Industrial Organizations; C. J. McLanahan, Cooperative League of the United States of America; Edgar Dale, Educational Film Library Assn., Bureau of Educational Research, Ohio State U.; Edward Yoemans, secretary, Eastern Division, Farmers Educational and Cooperative Union of America; The Most Rev. G. Bromley Oxnam, president, Federal Council of Churches of Christ in America; Mrs. William Dick Sporborg, General Federation of Women's Clubs; Eric Johnston, president, Motion Picture Assn. of America; Ross G. Harrison, National Academy of Sciences, Osborn Zoological Lab., Yale U.; Charles H. Thompson, dean, Graduate School, Howard U., National Assn. for the Advancement of Colored People; The Rev. Edward V. Stanford, rector, Augustinian College, National Catholic Education Assn.

The Very Rev. Msgr. Frederick G. Hochwalt, general secretary, Dept. of Education, National Catholic Welfare Conference; Mrs. L. W. Hughes, president, National Congress of Parents and Teachers; Ward Barnes, editor, Eagle Grove Eagle, National Editorial Assn.; William G. Carr, associate secretary, National Education Assn.; Fred Bailey, National Grange; Mrs. Charles E. Heming, National League of Women Voters; Howard Hanson, president, National Music Council; Barclay Acheson, National Publishers Assn., director, International Editions, Readers Digest; Detlev Bronk, chairman, National Research Council; Frank Weil, National Social Welfare Assembly; Paul P. Homan, Social Science Research Council; Donald M. Nelson, president, Society of Independent Motion Picture Producers; Rabbi Herbert S. Goldstein, president, Synagogue Council of America.

Press Club Names

FRANK LATOURETTE, manager of news and special events for ABC Western Division and KGO San Francisco, has been elected secretary of the San Francisco Press Club. He has been on the club's board of directors since 1945.

Vincent Riggio Succeeds Hill As American Tobacco Co. Head

THE TYPE of hyperthyroid salesmanship practiced with spectacular success by the late George Washington Hill in his 21 years as president of the American Tobacco Co. last week seemed destined to live after him.

Five days after Mr. Hill's death at his Canadian fishing camp [BROADCASTING, Sept. 14], directors of the company elected one of his closest friends and most faithful pupils to succeed him to the presidency.

For 40 years Vincent Riggio had followed Mr. Hill up the hierarchy of American Tobacco—for the past 17 years as vice president in charge of sales, occupying an office next to the innermost of the company's inner sancta. Last week, at the bid of the company's directors, he had only to move next door.

It seemed improbable that Mr. Riggio would soon forget the lessons in hard-driving salesmanship and advertising that he had learned. An official statement issued by the company attested to his intention to pursue the course which his teacher had set.

MR. RIGGIO

"Over the years, the success of the American Tobacco Co.—whose annual volume is now well over half a billion dollars—has been in large measure a sales success. In electing Vincent Riggio, the company has chosen a president whose entire business life has been devoted to selling tobacco products, and a man who has spent nearly 40 years working in close, day-to-day association with George Washington Hill."

Mr. Riggio started his career at a salary of $15 a week in 1905 with Butler & Butler, a company which was purchased by the American Tobacco Co. two years later. It was then that his association with Mr. Hill, who became president of the new subsidiary, began. He proceeded through steadily improving sales positions, and became a director of American in 1927, a vice president two years later.

At the death of the Master Salesman Hill, the selection of Mr. Riggio as his successor seemed inevitable. As one advertising man, who has long familiarity with American Tobacco, put it, "Riggio was always the next best salesman in the company."

Ford on WBKB

FORD MOTOR Co., New York, has signed a contract to sponsor the seven Northwestern U. home football games to be televised on WBKB, Balaban & Katz video station, Chicago, marking sponsorship of the third series of football events this fall. The Northwestern games will start Sept. 28. Other televised football games sponsored by Ford Motor Co. are home games of Columbia U. on WCBW New York, CBS video station, and the New York Yankees home games on WABD New York, Du Mont video station. All contracts were placed through J. Walter Thompson Co., New York.

COURT REVERSES NEW MEXICO TAX

LOWER court ruling that broadcast stations are subject to a franchise tax in New Mexico was reversed last week by the State Supreme Court. The court upheld the appeal of KGFL Roswell which contended that stations are instruments of interstate commerce and therefore not liable to the tax.

The state produced no evidence at the hearing that the station was not in interstate commerce, the Supreme Court pointed out. The act is not applicable to firms in interstate operation. The state has filed a motion for rehearing. If granted, it will present evidence designed to show that the stations actually do business as intrastate operations.

Pending before the Supreme Court of the United States is an appeal by KGFL and KWEW Hobbs from a three-judge Federal court ruling in which the court held it lacked jurisdiction to decide on applicability of the tax [BROADCASTING, Aug. 19]. Both KGFL and KWEW are operated by W. E. Whitmore.

KSWO to ABC

KSWO Lawton, Okla., Nov. 10 joins ABC as the network's 218th affiliate. Operating full time with 1000 w on 1380 kc, owned by the Oklahoma Quality Broadcasting Co. and managed by John W. Steele, KSWO joins ABC as a member of the Oklahoma network of the Southwestern Group.

Nielsen Expansion Told D. C. Ad Club

NIELSEN RADIO Index will add 10 cities to its station service within a year and is now testing a means of speeding up its reports, Charles A. Wolcott, vice president of A. C. Nielsen Co., told the Advertising Club of Washington Tuesday.

Nielsen now provides station data only in New York, Chicago and the WLW Cincinnati primary area, although audimeters are installed throughout the country to give a correct national sample. Mr. Wolcott said the 10 new cities have not been finally decided upon. Questioned after his talk, however, he mentioned Los Angeles, San Francisco, Detroit, Cleveland, Pittsburgh and Washington as possibilities.

Henry J. Kaufman, president of the club, presided. Guests included Commissioners E. K. Jett and Ray C. Wakefield of the FCC and A. D. Willard Jr., executive vice president of NAB.

VIDEO OUTLET NOW FULLY SPONSORED

LESS THAN a month after issuing its first commercial rate card, WBKB Chicago, television station, announced it had reached its quota for commercially sponsored programs on its present operating schedule.

Latest sponsor to sign with WBKB is Marshall Field & Co., which Sept. 25 begins sponsorship of Don McNeill's *Dinner Club*, 8-8:30 p. m. (CDST). Mr. McNeill thus makes his first commercial appearance on television after many years as the star of the ABC *Breakfast Club*.

WBKB also announced its television broadcasts of the Northwestern U. home football games would be sponsored by Ford Motor Co. (Story this page).

Cuban Network Carries Fights and World Series

RENE CANIZARES, director of foreign sales for the RMC-Cadena Azul, Havana, Cuba, last week arrived in New York to broadcast by shortwave to Cuba for relay to the RHC-Cadena Azul Network exclusively the Louis-Mauriello fight Wednesday night as well as the Zale-Graziano bout this week.

Sr. Canizares will remain in New York after the latter bout to broadcast for the seventh consecutive year the World Series, which will be sponsored by the Gillette Safety Razor Co. Sr. Canizares will headquarter at the office of Clark-Wandless Co., the network's U. S. representatives, during his New York stay.

James Appointed

E. P. H. JAMES, MBS sales, last week was appointed a member of the NAB Research Committee by Judge Justin Miller, president of NAB.

BOY! WHAT A CURVE!

—and we're not talking about baseball or women. It's the exciting swing across, up and out the right upper corner of your sales chart—the direct result of WAIR'S tremendous influence in this golden market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

W. H. BEECUE

Memphis ☆ E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

WFMJ SELLS The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

CKNW GIVES THE MOST ON THE COAST

CKNW
NEW WESTMINSTER, B.C.

"Home, Sweet Home"— and there are 67,194 radio homes in WRRF's territory*

*WRRF's territory has a population of more than 600,000 persons.

SOON 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the Bright Leaf Tobacco Belt. Last year's tobacco crop in Eastern North Carolina sold for $175,000,000.00.

930 KC - 1000 Watts

WRRF

Washington, N. C.

ABC Network

Tar Heel Broadcasting System, Inc.

Natl. Representatives Forjoe & Co., New York, Chicago, Los Angeles

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

WBNX

DAILY PROGRAMS IN

Italian Polish English German Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FRIENDS

"TO MAKE A FRIEND, YOU MUST BE ONE." TWENTY YEARS OF SERVICE TO FARMERS IN KANSAS AND ADJOINING STATES HAVE MADE US THEIR FRIEND.

WIBW The Voice of Kansas in TOPEKA

CBS Opens 5:30-6 Slot to New Shows

5 'Quality' Night Programs Replace Children's

IN A NEW and spirited programming reshuffle, CBS will throw open its 5:30-6 p. m. period to five new night time "quality" shows weekly starting Sept. 30, Davidson Taylor, CBS vice president and director of programs, said last week.

Although the new programs are scheduled to take the place of two 15-minute children's shows currently heard across the board at that time, only two of the new productions have been decided upon definitely. These include *Hawk & Larrabe* which was formerly heard as *Hawk Durango*, a western show, and *Theatre of Romance*, which will return to its former format, that of love stories dramatized.

In determining on the 5:30 p. m. time, Mr. Taylor pointed out that CBS hopes thus to capture a comparatively untapped male audience which, at present, has recourse only to the children's fare which generally prevails at that time. Moreover, Mr. Taylor observed there should be little deflection of the juvenile listeners who are known to be catholic in their preferences.

Roberts Is to Return To KXOK, Star-Times

ELIZEY ROBERTS Jr., returned to inactive duty in the naval reserve as lieutenant (j. g.) and son of Elzey Roberts, publisher of the *St. Louis Star-Times* and president of KXOK St. Louis and KFRU Columbia, Mo., is expected to rejoin the Star-Times Publishing Co. within two months after he and his wife return from their trip west. He will take an active part in shaping the future of KXOK in the field of FM and television.

In military service since his graduation from Princeton U. in June 1942, Lieutenant Roberts first served on the faculty of Massachusetts Institute of Technology radiation laboratory at Cambridge, Mass., and subsequently with Army Signal Corps. In Dec. 1943 he was commissioned ensign in the Navy. He is vice president and a director of Star-Times Publishing Co.

Thompson Heads Fisher

A. L. THOMPSON, for 22 years with James Fisher Adv., Toronto, has been elected president of the company succeeding the late James Fisher [BROADCASTING, Sept. 9]. G. A. Martin, with agency for 23 years, continues as executive vice president, and Douglas C. Brace, 13 years with agency, has been elected vice president. Mrs. C. M. Robertson, with agency for 26 years, continues as secretary-treasurer.

'Mr. District Attorney' Night Leader 'Pepper Young' Tops Daytime Shows

SEPTEMBER HOOPERATINGS put *Mr. District Attorney* in first place among the top 15 evening programs. *Charlie McCarthy* was second and *Screen Guild Players* third.

Average evening sets-in-use reported was 21.3, up 2.3 from last report, down 1.2 from a year ago. Average evening rating was 6.7, up 1 from last report, up 0.3 from a year ago. Average available audience was 72.5, up 0.3 from last report and up 0.4 from last year. Current total sponsored hour index is 60¼, as compared with 54½ over last report and 70 last year.

Top 15 shows are: *Mr. District Attorney*, 14.6; *Charlie McCarthy Show*, 14.1; *Screen Guild Players*, 13.1; Walter Winchell, 12.9; Burns and Allen, 11.9; Judy Canova, 11.6; *Radio Theatre*, 11.5; *Dr. Christian*, 10.9; *Hollywood Players*, 10.5; *Suspense*, 10.3; *Grand Ole Opry*, 10.2; *An Evening With Romberg*, 10; *Man Called X*, 10; *Dr. I. Q.*, 9.8; *American Album of Familiar Music*, 9.7; *Your Hit Parade*, 9.7.

Pepper Young's Family leads among the 10 top weekday programs with *Right to Happiness* second and *Big Sister* third. Average daytime sets-in-use is 14.7, up 0.4 from last report, down 0.3 from same time last year. Average daytime rating is now 3.7, down 0.2 from last report, down 0.4 from a year ago.

Average available audience is 71.3, up 0.7 from last report, up 0.3 from a year ago. Current total sponsored hour index is 84¾, as compared with 83¼ last report and 82¾ a year ago.

Leading daytime shows are: *Pepper Young's Family*, 6.6; *Right to Happiness*, 5.8; *Big Sister*, 5.7; *Breakfast in Hollywood* (Kellogg), 5.7; *When a Girl Marries*, 5.5; *Ma Perkins* (CBS), 5.5; *Young Widder Brown*, 5.4; *Woman in White*, 5.3; *Backstage Wife*, 5.2; *Ma Perkins* (NBC), 5.1.

PRATT ANNOUNCES OWN LAW OFFICES

ELMER W. PRATT, veteran communications attorney and one of the first fulltime legal employes of the old Federal Radio Commission, last week announced establishment of his own law offices at 1102 LaSalle Bldg., 1028 Connecticut Ave., Washington.

Associated with him are his brother, Joseph F. Pratt, his former law partner, and John T. C. Daugherty, formerly of Colladay, Colladay & Wallace, Washington law firm. Joseph Pratt returns to private practice after serving as chief of the Spare Parts & Tools Section, International Branch, Office of Chief of Ordnance, War Dept., since December 1940. During the war Mr. Dougherty served overseas as field director with the American Red Cross.

Elmer Pratt, who has been in private practice since he left the Commission June 1, 1933, resigned last March as a junior member of Colladay, Colladay & Wallace. One-time secretary to the late Sen. Reed Smoot (R-Utah), Mr. Pratt joined the Federal Radio Commission June 1, 1928, as its first attorney on a fulltime basis. In 1933 he was made examiner and wrote many decisions.

Mr. Pratt said his firm will specialize in communications and general Government agency practice.

NLRB Will Hear KTUL Case Oct. 1

HEARING on complaint charging unfair labor practices against Tulsa Broadcasting Co., licensee of KTUL Tulsa, will be held Oct. 1 before the National Labor Relations Board, 16th Region, in the Federal Court House in Tulsa.

Local 1287, International Brotherhood of Electrical Workers (AFL), charged before the NLRB that KTUL "has engaged in and is now engaging in certain unfair labor practices" in the dismissal last spring of two employes by the station. Complaint alleges that on or about March 23, 1946, Gregory Chancellor was discharged and that Bill Taylor was dismissed on or about April 27, 1946, by KTUL station having "refused to reinstate the employes." KTUL listed them as announcers for the 1946 BROADCASTING *Yearbook*.

The union charged that Messrs. Chancellor and Taylor were discharged "for the reason that they joined or assisted the union or engaged in other concerted activities for the purposes of collective bargaining or other mutual aid or protection."

Complaint listed Karl Janssen, program director; Bob Snider, chief engineer; John Esau, general manager; Vivian House; Glen Hardman, and Glen Condon, studio manager, as "officers, agents and employes."

Mr. Esau said Messrs. Chancellor and Taylor were discharged to make room for two returning servicemen.

WSLS Amends

WSLS ROANOKE, Va., last Thursday was granted a petition to amend its application for a switch to 590 kc with 1-kw fulltime, showing new corporate setup, and that stock held by Edward A. and Philip P. Allen, vice presidents of WSLS, and substantial stockholders in WLVA Lynchburg, has been offered for sale. WSLS, a 250-watter, is now on 1240 kc. [BROADCASTING, Aug. 26]. Action was taken by Comr. Ray C. Wakefield.

Miller Concerned Over FCC Power

THE CRITICAL importance to a free America of the present system of communications was stressed by Justin Miller, president of the NAB, last week in an address before the New York Rotary Club.

Any attempt by insurgents to seize control of the U. S. Government would first need be directed at U. S. communications, Judge Miller said.

Broadcasting in America, he said, enjoys the only liberty of radio in any country in the world, except for some Canadian radio stations. But he saw indications of a threat to free U. S. broadcasting in the steady acquisition by the FCC of greater power.

Guests at the meeting included Niles Trammell, NBC president; Dr. Frank Stanton, CBS president; Edgar Kobak, MBS president; Sydney M. Kaye, executive vice president of BMI; Hugh Feltis, BMB president; Frederic R. Gamble, president, AAAA; Paul B. West, president, ANA; Robert D. Swezey, president of the Radio Executives Club and MBS vice president and general manager; Keith Kiggins, ABC vice president, and William S. Hedges, NBC vice president.

FAB SETS NOVEMBER MIAMI BEACH MEET

FLORIDA broadcasters will hold a get-acquainted with Congressmen meeting in November at Miami Beach. State representatives in Congress, as well as their wives, will be guests of the Florida Assn. of Broadcasters. Date and hotel have not been selected, according to James M. LeGate, WIOD Miami, president, but a time soon after the elections will be selected.

Among topics on the business agenda of the November meeting are the proposed rotation of NAB directorship nomination in District 5 among Florida, Georgia and Alabama associations; report of by-laws committee on method of electing association officers; election of district representatives to the next session of the Legislature.

Other officers of FAB are Glenn Marshall Jr., WFOY St. Augustine, first vice president; William G. McBride, WDBO Orlando, second vice president; Fred Mizer, WQAM Miami, secretary-treasurer.

Signs CBS Pacific

METROPOLITAN Life Insurance Co., New York, Sept. 23 starts five weekly 15-minute *Fact Finder* program on nine CBS Pacific stations Mon. through Fri. 7:45-8 p.m. (PST). Contract is for 13 weeks and is handled by Young & Rubicam, N. Y.

Sunpapers Grant

BALTIMORE Sunpapers' all-service effort to enter radio was rewarded last Thursday with a second grant —for a 20 kw. Class B FM station to operate on 95.9 mc (Channel No. 257). Previously, the A. S. Abell Co., publishers of the *Sun* (morning) and the *Evening Sun*, had received a commercial television grant. The company also is an applicant for an AM station to operate on 850 kc with 1,000 watts, DA fulltime. Donald Withycomb, former general manager of WFIL Philadelphia, is advisor to the Abell company.

KWKH, KTHS Shifts

K. K. KELLAM, manager of KTHS Hot Springs, Ark., has been appointed acting manager of KWKH Shreveport, La., according to announcement last week by John D. Ewing, president of International Broadcasting Corp., operator of the station. Fred Ohl, manager, and Joe A. Oswald, commercial manager of KWKH, have resigned. Jack Wolver, former program director of KTHS, succeeds Mr. Kellam as manager of the Hot Springs station, affiliated outlet.

Stanley Resigns

GERALD T. STANLEY resigned last week as national sales manager of KSJB Jamestown, N. D.

Five FM Conditionals, Nine CPs Issued By FCC; Full Permits Now Total 279

FIVE FM conditional grants and nine regular construction permits were announced by FCC last Thursday, pushing the number of full permits issued since last Oct. 8 to 279 and leaving 257 conditional grants still to be given permanent rank (for summary of status of all FM applications as of Sept. 13, see story page 79).

The Commission also announced that the earlier conditional grant to O. E. Richardson for Hammond, Ind., had been redesignated for Class B instead of Class A operation. In addition, regular permits "in lieu of previous conditions specified" were issued to two applicants who received full grants earlier: Quincy (Ill.) Newspapers Inc. and KFXD-FM Nampa, Ida.

Those receiving regular permits included A. S. Abell Co., publisher of *Baltimore Sun*, which also has a television grant; Rose Bowl Broadcasters Inc., Pasadena, Calif., principally owned by Washington radio attorney Andrew G. Haley and KGY Olympia owner Tom Olsen; KWLK Longview, Wash.; WHLD Niagara Falls, and Mon-Yough Broadcasting Co., AM grantee for McKeesport, Pa.

Two final permits were authorized for new stations in Roanoke Rapids, N. C., a town of 8,500: One went to WCBT Roanoke Rapids, the other to Telecast Inc.

Conditional Grants

Conditional grants, all subject to engineering conditions, went to:

Variety Broadcasting Co., Dallas (Class B), is principally owned (90%) by Lee Segall, advertising man and former network program director, who heads Lee Segall Broadcasting Co., which received a daytime grant for Houston a week before [BROADCASTING, Sept. 16]. Variety previously received AM grant for Dallas.

Southern Media Corp., Coral Gables, Fla. (Class A), is headed by Paul C. Taylor (66⅔%), attorney, real estate owner, and businessman in Coral Gables area, with remaining stock owned by Harry W. Link Jr., Coral Gables stock and bond broker. Southern Media, one of three applicants for use of 1490 kc in the Coral Gables-Miami Beach area, received a proposed denial of the AM application several weeks ago.

Elmwood Park Broadcasting Corp., Elmwood Park, Ill. (Class A), is principally owned (86⅔%) by Zeb Zarnecki, former director of Polish programs of WHFC Cicero, Ill., and owner of Milwaukee-Central Park Safe Deposit Vaults.

Samuel R. Sague, Cleveland Heights, Ohio (Class A), is program director of WMOH Hamilton, Ohio.

Herald & Globe Assn., Rutland, Vt. (Class B) publishes the *Rutland Daily Herald*.

Regular construction permits went to the following (association with AM station shown in parentheses). Power given is effective radiated power and antenna height is height above average terrain.

Twin City Broadcasting Corp. (KWLK), Longview, Wash.—Class A; 104.3 mc (channel 282); 270 kw; antenna 390 feet.

Telecast Inc., Roanoke Rapids, N. C. —Class B; 102.5 mc (channel 273; 3 kw; antenna 500 feet.

WCBT Inc. (WCBT), Roanoke Rapids, N. C.—Class B; 102.9 mc (channel 275); 10 kw; antenna 390 feet.

Mon-Yough Broadcasting Co. (AM grantee), McKeesport, Pa.—Class A; 104.3 mc (channel 282); 270 kw; antenna 350 feet.

Niagara Falls Gazette Publishing Co. (WHLD), Niagara Falls, N. Y.—Class B; 95.7 mc (channel 239); 20 kw; antenna 415 feet.

A. S. Abell Co., Baltimore, Md.—Class B; 99.3 mc (channel 257); 20 kw antenna 440 feet.

Skywave Broadcasting Corp., Asheville, N. C.—Class B; 94.3 mc (channel 232); 8.8 kw; antenna 130 feet.

Rose Bowl Broadcasters Inc., Pasadena, Calif.—Class A; 105.1 mc (channel 286); 180 w; antenna 760 feet.

Radio Roanoke Inc., Roanoke, Va.— Class B; 93.7 mc (channel 229); 3 kw; antenna 1,700 feet.

* Quincy Newspapers Inc., Quincy, Ill. —Class B; 97.7 mc (channel 249); 13 kw; antenna 490 feet.

* KFXD-FM Frank E. Hurt & Son (KFXD), Nampa, Idaho—Class B; 101.3 mc (channel 267); 2.5 kw; ant. 340 feet.

* In lieu of previous conditions specified.

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TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representatives: FREE & PETERS, Inc.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

Program director with previous major market experience. Must know all phases of job and be able to direct others. Highest references as to ability and character required. Salary open. Leading network regional. Box 879, BROADCASTING.

Metropolitan Ohio station, CBS, 5 kw, has opening for experienced promotion director. Excellent position for man wishing to settle down permanently. Good salary and the best of working conditions. Send complete details. Box 886, BROADCASTING.

South Georgia station needs three engineer-announcers. Box 893, BROADCASTING.

Key management personnel—New major network station under construction in Honolulu now completing selection of key management, sales, and program personnel. Submit full experience, references, family data, and anticipated salary in application. Box 915, BROADCASTING.

New owner of local midwest network affiliate needs complete staff to operate, after FCC approval of transfer. Positions open include manager, engineers, continuity and announcers. All inquiries kept confidential. Send background material to Box 917, BROADCASTING.

Chief engineer for kilowatt station in large New England city. Box 921, BROADCASTING.

You are probably an announcer on a midwestern 250 watter doing ad lib and copy announcing plus street shows. If you are really good (a budding Ralph Edwards, Art Linkletter or Jack Bailey) write all about yourself and your experience giving salary requirements to Box 926, BROADCASTING.

Announcers-position requiring knowledge of board, must develop own shows and handle newscasts. $50 for 40 hour week with midwest station. College graduates only, unless thoroughly experienced. Box 940, BROADCASTING.

Can use good all around announcers one for sports, also time salesman and continuity man or woman. Want sober reliable people for decent starting salary who want permanent berth with big time small station soon to increase power and install FM. Box 943, BROADCASTING.

Advertising salesman to invest $5000 and become commercial manager of new small town station opening November first. P. O. Box 362, Columbia, S. C.

Wanted—chief engineer for a new 250 watt station using all new Western Electric equipment. Write C. B. Randall, President, Arkansas-Oklahoma Broadcasting Company, Ft. Smith, Arkansas.

Chief engineer and two first class operators. Full information first letter. WICY, Malone, N.Y.

First class operator wanted. No announcing. Hours and pay better than average job. Contact Manager, WALB, Albany, Ga.

Wanted—Experienced radiotelephone operator for new 250 watt station. Start $45.00 per week. Housing assured. Write John H. Biddle, WHUN, Huntingdon, Penna.

Radio Announcers, producers, writers and other artists are needed immediately. Send transcription, picture and details to Linton J. Sawyer, Radio Productions, 603 Dekum Building, Portland 4, Oregon.

Help Wanted (Cont'd)

Good announcer with first class phone license wanted by intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGIR, Butte, Mont.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

New station needs first class men with opportunity for advancements to chief operators. Also need combination operator announcers for studios. Wire immediately Intermountain Broadcasting Co. Artesia, New Mexico.

Operator-announcers for new station at Douglas Arizona, $65.00 per week contact KSUN, Bisbee, Arizona.

Topnotch announcer—Must be thoroughly experienced. $50.00 for forty hours. Send qualifications and experience to Charles Denny, WERC, Erie, Penna.

Openings. Announcers with 1st class tickets (U.S.-overseas). RRR (Agency), Box 413, Philadelphia.

Girl Friday. The girl we're looking for may not exist. She must have a good appearance, experience on the air, copywriting training and with better than average amiability. She must be able to do many jobs at once, including writing and producing a women's program. We will have to make a budget for our "Girl Friday". If you think you are this one-in-a-million girl, send letter of application, references, salary requirements, photograph and transcription to P. O. Box 873, Portland, Maine.

Wanted—Good reliable experienced announcer for 50,000 watt station. Good salary. Give full particulars to Box 950, BROADCASTING.

Situations Wanted

Transmitter engineer, now employed at 1 kw CBS affiliate will consider chief engineer's or operator's position within 300 miles Pittsburgh. Married, 35, first class phone and telephone, dependable, competent. Box 865, BROADCASTING.

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy layout, production techniques. Replies in strict confidence. Box 884, BROADCASTING.

Short announcing staff? I am twenty and have 18 months experience. Current position offers no further advancement, therefore, desire to make change. Knowledge of control operation, continuity writing and programming. For complete information, references and transcription write Box 896, BROADCASTING.

One man mail-pull act. Cowboy singer-announcer. Also topnotch barndance emcee. Proven mail-puller. Box 900, BROADCASTING.

Commercial manager — As executive salesman of the foremost regional networks, I am familiar with the sales and programming plans that make for profitable as well as audience building operation. Excellent record of earnings and contract renewals, good merchandising background and prolific in ideas. Leaving present position because of change of ownership. Box 916, BROADCASTING.

Announcer, three years experience. Reliable staff man with know-how in all types of announcing, news work, copywriting. Will go anywhere. Transcription, photo, and full details immediately on request. Box 920, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer, now working at station wishes to make change. Thoroughly experienced in all phases of promotion, production, and announcing. Box 922, BROADCASTING.

Vet., 26, single, announcer. Can handle platter shows, news, etc. Also some continuity. No Orson Welles but confident I have ability. Schooled at nationally recognized radio college. Box 923, BROADCASTING.

Vet. 26, married, rounded work shop training. Announce, handle platter shows. Lack professional experience but have spun compass and am on beam. Convinced can write good continuity that sells. Box 924, BROADCASTING.

Announcer—Experienced in sports, special events, news, dramatics. Age 35, married. Box 925, BROADCASTING.

Have you a complete staff? Are you interested in an announcer with ambition who is conscientious and congenial? Veteran, 28, good character. Recent graduate New York Announcer's school with 75 hours mike experience. All types of shows. Will consider any proposition offering opportunity. Box 927, BROADCASTING.

Engineer—10 years as assistant to chief engineer large eastern independent, desires position as chief. Experience includes construction and installation AM and FM plant including large Army installations. Field grade Signal Corps officer World War II serving on highest staffs in Europe. College degree. Substantial salary required. Prefer locate in East. Presently employed. Unexcelled references. Box 930, BROADCASTING.

Topflight, go-getter team wants opportunity with progressive, promotionally-minded management. The Gal: sixteen years continuous sponsorship Hollywood. Pianist-organist-dramatics-programming. The Fella: nine years Hollywood; active part in production biggest NBC shows. Production-promotion-announce-write. Know-how business builder. Make best offer year contract. Box 931, BROADCASTING.

I am tired of high pressure and have had my fill of the ambition bug—want to settle down and enjoy living in the middle west. Prefer fair salary in small town to large in big town. In exchange for congenial atmosphere I have to offer full experience as program director, news editor, and producer. Married and dependable. Box 932, BROADCASTING.

Program director of 5,000 watt station wants position in midwest. Qualified in news editing, producing, as well as in programming. Experience ranges from 250 to 50,000 watt operation. Familiar with new station problems. Prefer station in smaller town. Box 933, BROADCASTING.

Story researcher—7 yrs. experience working with top scripters, authors—any subject. Free lance. Staff assignments. Box 934, BROADCASTING.

Transmitter operator, veteran 22, single, first class phone, 28 months broadcast experience, desires permanent position. Box 935, BROADCASTING.

Experienced time salesman with exceptional record in major markets desires position with reliable organization. Good producer that would be an asset to your station and community. References from past employers. Box 936, BROADCASTING.

Have served Mid-wests' finest stations as staff musician. 15 years experience. Wish to join progressive station as musical director-ass't. producer. Familiar all phases music—directing—organizing—arranging. Minimum salary $300. Box 937, BROADCASTING.

Manager: Highest qualifications: desires position South or middle west: Outstanding record, sales, public relations, executive. Personal interview my expense. Box 938, BROADCASTING.

Announcer—Experience ranging from 250 watt to 50 KW NBC platter jockeying, straight and slanted commercials, news, special events. I want a permanent affiliation with a station offering a future, located in a good family town. Will answer all inquiries. Box 939, BROADCASTING.

Director of women's programs—Thoroughly experienced in all phases of public service programming. Currently in middlewest, where locality limits opportunities. Several years experience. National magazine and newspaper acceptance. Desire opportunity to establish self with progressive network station where the sound experience I have gained can be used. Wire or write to Box 942, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Eight years major network experience, now employed eastern 5 kilowatt. Sports, play-by-play, musical clock, audience participation, news reporting and commentary. Any offers (Not interested in prestige). Box 945, BROADCASTING.

Experienced MC-announcer wishes position doing audio type or disc shows with station having high standards of showmanship. 9 years experience on local and network shows producing and announcing. As G.I., handled radio programs for three Army posts and Treasury Dept. Excellent references. Box 944, BROADCASTING.

Announcer—N.Y. School of Announcing graduate. 5 months experience, specialize newscasting. Excellent references from previous employer. 32, single, good appearance. Audition disc. Michael Beloise, 3307 Rochambeau Avenue, New York, N.Y.

Available—Qualified—Producers, writers, announcers. Radio's Reliable Resource. Box 413, Philadelphia 1.

For Sale

For Sale—a complete FCC approved 25 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

New FCC approved 250-watt transmitter, $2000. 25,000 feet new soft-drawn #10 bare copper ground wire, $480. 500 feet new ⅜" coaxial cable with sealed terminals, $175. Post Office Box 362, Columbia, S. C.

For sale: WE 110 A program amplifier with instruction book, $125.00. One 2600 volt power supply, 500 mill complete with chokes. One 1500 volt power supply, 500 mill complete with chokes UTC components. $150.00 takes both supplies. Write or wire KCRC, Enid, Okla.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

LET'S TALK BUSINESS

If your station can use 22 years experience in sales, production and engineering of metropolitan radio. Not a has-been. Now at my peak but want station managers job. A to Z knowledge of what it takes to make a station pay. Splendid record—finest recommendations. Reasonable salary. Write or wire Box 929, BROADCASTING.

ATTENTION

SAN FRANCISCO STATIONS AND AGENCIES!

Eastern radio sales executive, young, married, is anxious to settle down near the Golden Gate. Can you use a $15,000 per year man (salary, commissions or both) of proved sales ability and broad radio and advertising experience? Write Box 918, BROADCASTING.

EXPERIENCED COMMERCIAL MANAGER

Available in near future. Background includes 15 years local and national selling. Best national agency connections. Excellent record with $100,000 billings last two years. Reason for leaving present job—change of ownership. Interview at your convenience.

BOX 883, BROADCASTING

Aggressive 1000 watt CBS outlet in one of nation's richest agricultural areas looking for top program director. Executive ability more important than good voice. He must know radio, have more than 6 years experience and be over 30. Must understand production and be able to direct announcers, keep them happy and on-the-beam. Excellent opportunity for right man with suitable radio background. KILO, Grand Forks, N. D.

KFTC Asks Relief From Time Agreement With Prior Owner

KFJZ FORT WORTH petitioned FCC Friday for a "ruling" declaring a 19-year-old agreement providing free time to a former owner to be "illegal and of no force and effect."

The request was the first of its type since the new FCC rules went into effect Sept. 11, providing that the Commission may in its discretion on motion or on its own motion issue a declaratory ruling terminating a controversy or removing uncertainty."

KFJZ points out that on Oct 25, 1926, the First Baptist Church of Fort Worth sold the station (then KFQB) to Lone Star Broadcast Co. for $37,500. In addition to the monetary consideration, Lone Star agreed to maintain all the physical properties of the station on the premises of the church while allowing the religious group free broadcast time all day Sunday and for a one-hour period each weekday for a period of 50 years.

As security, Lone Star gave the church a chattel mortgage on all the physical property and equipment of KFJZ including "the present license and succeeding license that may be issued . . . to the Lone Star Broadcast Co. Inc., and its successors . . .'"

Subsequently, the petition declares, the First Baptist Church granted J. Frank Norris a deed to all "of its 'rights, privileges, and interest of every kind, nature, and character, whether real, personal, or mixed'" to broadcast time and physical property rights of KFJZ.

The petition notes five successive changes in the ownership of KFJZ along with various changes in the station call letters (KFQB to KSAT, KTAT, KFJZ) until its present ownership by Tarrant Broadcasting Co. Mrs. Ruth G. Eidson, former wife of Elliott Roosevelt, is now principal owner of the station.

Harold Mott, of the Washington firm of Welch & Mott, drew the petition.

Courier-Journal Given Video Station Permit

COURIER-JOURNAL & LOUISVILLE TIMES Co., licensee of WHAS Louisville, was granted a construction permit by FCC last Thursday for a new commercial television station. Simultaneously, the Commission announced the authorization of a grant to Iowa State College of Agriculture & Mechanic Arts (WOI) for a new noncommercial video station at Ames.

WHAS, previously recipient of a Class B FM station soon to go on the air commercially, was authorized channel 9 (186-192 mc). Visual power is 9.6 kw, aural 10.4 kw.

FCC Officials Will See RCA Teleran

TELERAN, new navigation system for aircraft, and RCA receiver and transmitter production will be shown to FCC officials Sept. 27-28 by RCA at Princeton and Camden, J. P. Veatch manager of the Washington RCA frequency bureau, announced last week.

At Camden on Friday (Sept. 27), the Commission party will see transmitter and receiver production, a complete line of RCA sets, watch a 5-kw television transmitter in operation, and operate television field equipment. The teleran demonstration will be presented Saturday at Princeton.

Slated to attend from FCC are Acting Chairman Charles R. Denny Jr., Comrs. Ray C. Wakefield, E. K. Jett, and Rosel H. Hyde; Benedict P. Cottone, general counsel; Vernon L. Wilkinson and Lester W. Spillane, assistants general counsel; Chief Engineer George P. Adair; Chief Accountant William J. Norfleet; Dallas W. Smythe, assistant chief accountant in charge of economics and statistics; Earl Minderman, assistant to the Chairman; Curtis B. Plummer, chief, television division, Engineering Dept.; E. L. White, chief, aviation division, Engineering Dept.; A. L. McIntosh, assistant chief, frequency service allocation division, Engineering Dept.; Mrs. Fanny Litvin, Law Dept.; Edward W. Allen Jr., chief, technical information division.

KBS Adds 10

KEYSTONE Broadcasting System (last week) announced addition of 10 affiliates bringing number of KBS stations to 226. New affiliates are: WKUL Cullman, Ala.; WNOC Norwich, Conn.; WCJW Columbia, Miss.; KCHS Hot Springs, N. M.; WCKB Dunn, N. C.; WHKP Hendersonville, N. C.; WDSG Dyersburg, Tenn.; KEBE Jacksonville, Tex.; KCMC Texarkana, Tex.; WWNR Beckley, W. Va.

NAB Launches Industry Campaign To Get Out the Vote in November

INDUSTRYWIDE movment to bring out voters at the November elections was started last week by the NAB under direction of A. D. Willard Jr., executive vice president. Mr. Willard conceived the project on the thesis that radio can do this job better than any other medium, and reminded that radio not only should do it but also should get the credit for it.

The public service project, Mr. Willard said, provides a means of promoting good citizenship. He proposed that the get-out-the-vote drive be done as radio's own responsibility rather than under the auspices of others—and "better than it's ever been done before."

"Before long now, as in election years gone by," Mr. Willard said, "political groups, pressure groups, patriotic groups and others will be asking radio stations and networks for time to present announcements and programs to 'Get Out the Vote.'

"It is a swell way to get good institutional advertising free. And perhaps radio will be generous again and will perform under another's auspices a service which it could and should be performing itself.

For Sale

Generator set, new, one 35KW Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an Electrical Machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

For sale: 250 watt complete transmitter taken out of service Sept. 10. Ready for immediate delivery. KOOS, Coos Bay, Oregon.

Four hundred feet—unused ⅜" coaxial cable complete with sealed terminals and connectors. Packed original carton. Shipped charges collect on receipt first check $125. Station WENC, Whiteville, N. C.

For Sale—Lingo 200 foot radiator, $1000.-00 available immediately. Box 948, BROADCASTING.

Immediate delivery, Wincharger 200 ft. vertical, brand new, original crates, no lighting, $1500 FOB Louisville; two Motorola portable FM XMTRS police band, used with controls and test meter, $60 each; Onan 10 kw 220V AC power plant, brand new; million feet spiral four telephone cable four conductor, metal and rubber insulated, bargain per quarter mile reel, ideal for lighting and small power installations; three conductor microphone plugs and receptacles, new, $1.25 per set, any quantity; other hard to get items on hand or found for you. Electronic Service Company, 565 Upland Road, Louisville 6, Kentucky. Taylor 7655.

2 **125-foot self-supporting towers.** Ideal for supporting FM or television antennae. $475 each, F.O.B. Beverly Hills, California. A real buy. Box 949, BROADCASTING.

1 **RCA modulation** monitor type 66-A (price $215) and 1 RCA frequency monitor type UP 4181 (price $275), now operating on 710 kc. Both in perfect operating condition. F.O.B. Los Angeles. KMPC, 5939 Sunset Blvd., Hollywood 28, California.

Wanted to Buy

Western Electric 639, 618 and RCA 44BX, 16-A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

208 foot radio tower capable of supporting GE 6 bay FM antenna. Wire High Point Enterprise, High Point, N.C.

Miscellaneous

Have $5500 and first class phone ticket for investment in radio station. Box 928, BROADCASTING.

Considering sale network 1kw regional eastern. Substantial investment required. Willing to discuss at Chicago Convention principals only. Box 945, BROADCASTING.

WHO

is "Listened-to-Most" in **74** *of Iowa's 99 Counties*

(No. 2 Station is "Listened-to-Most" in 11 Counties!)

Write for complete facts!

50,000 Watts · Des Moines

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LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

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KANSAS CITY, MISSOURI

"GATEWAY TO THE RICH TENNESSEE VALLEY"

50,000 WATTS

WLAC

NASHVILLE

REPRESENTED BY PAUL H. RAYMER CO.

WCKY

the 50,000 *watt voice of Cincinnati*

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YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE

AS UTAH'S POPULAR
NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

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WING The Dayton Station
WEED & CO. National Representatives

Six More Cited

(*Continued from page 15*)

cated that it would thereafter require stations to furnish, in connection with their renewal applications, program analyses for a composite week of the preceding year. The 322 stations then on temporary, together with 88 whose regular licenses expired on May 1, 1946 and 75 whose regular licenses expired on August 1, 1946 (or a total of 485), have since filed the program analyses contemplated by the March 7 report. Of this number the Commission has taken action on 406—400 have been granted regular renewal licenses and 6 were today designated for hearing (KBIX KGEJ KMAC KONO WIBG WTOL). The renewal application of WBAL was previously designated for hearing in February 1946

In designating these seven applications for hearing the Commission was of the opinion that the statistical and other data before the Commission concerning the program service rendered by these stations indicated that these stations were not rendering a well-rounded program service in accordance with the licensees' obligation to operate in the public interest. It should be emphasized that the statistical data before the Commission constitute an index only of the manner of operation of the stations and are not considered by the Commission as conclusive of the overall operation of the stations in question. In the renewal hearings thus ordered the licensees will have an opportunity to show the nature of their program service and to introduce any other relevant evidence which would demonstrate that in actual operation the program service of the station is in fact a well-rounded program service and is in conformity with the promises and representations previously made in prior applications to the Commission.

Of the remaining 79 renewal applications not yet acted upon, the following 39 have not been processed pending the outcome of other hearings in which the licensees are now directly or indirectly involved (e.g. hearings on multiple ownership, for increased power, for transfer of control, etc.): KDAL KDB KELO KFRC KGB KGGF KGKO KHJ KOB KODY KOMA KSOO WABY WADC WBAL WBAP WBAX WBLK WCAM WCAP WCHS WEOA WFAA WGBF WGKV WGR WHLS WJBW WJOL WKBW WKEU WNEW WOKO WORL WOV WPAR WOW WPRP WTNJ.

The other 40 not yet processed are still operating on temporary licenses for differing reasons: six for accounting studies (KBIZ KOCA KSJB WCOU WGRM WHTB), five for possible engineering violations (KGDE WBLJ WING WKBN WSKB), six for legal studies not related to overall program service (KASA KSRO KVNU KXOX WATT WNCE), seven awaiting action on applications for assignment or transfer of licenses (KABC KSAM WACO WAGM WINN WJXN WTAX) and 16 awaiting the receipt of further information from the licensees (KFJI KFJZ KGHF KHUB KICA KLAC KMJ KROY KSAN KTOH WEDC WFTC WKRC WMJM WMOB WSPB). Thus it will be seen that the Commission is essentially current in the processing of renewal applications.

Johnnie Neblett Meets Death In Crash of Private Airplane

JOHNNIE NEBLETT, 34, star and producer of *So the Story Goes*, killed early last week in the crash of his private plane, was buried Sept. 18 in the family plot following funeral services at Shelby, Miss.

The same enthusiasm for flying which cost the life of a brother only a year ago, resulted in the death Sept. 15 of Mr. Neblett, one of Chicago's best known radio personalities.

Mr. Neblett was killed instantly when his own plane, a BT-13 Navy trainer which he purchased only a few months ago, went into a power stall while flying over Tam O'Shanter Country Club in nearby Niles, Ill.

With Mr. Neblett at the time of the crash was Brice A. Buckingham, steel company executive, who was also instantly killed.

Messrs. Neblett and Buckingham had played 18 holes of golf at Tam O'Shanter, where only a month before the radio commentator had handled the play-by-play television broadcasts for American Broadcasting Co. of the All-American Golf Tournament. The pair then decided to take the ship up before dining with their wives.

Married in December

Mrs. Neblett, the former Angeline Orr, radio actress and movie starlet, whom he married last Dec. 26, and Mrs. Buckingham were at the Palwaukee airport when the crash occurred near the 15th green of the club at 6:30 p. m.

One of four sons of Rev. and Mrs. Robert P. Neblett Sr., Methodist minister of Shelby, Miss., Mr. Neblett had logged 400 hours of fiying time when he crashed in the ship that he referred to as "my greatest extravagance."

His brother, George R., a lawyer, was killed last year in an Army airplane crash near Fort Leavenworth, Kan.

A second brother, R. P. Neblett Jr., was an Army pilot in the South Pacific and now is a pilot instructor with Dixie Air Service at Jackson, Miss. A third brother, Thomas F., of Los Angeles, is an

MR. NEBLETT

instructor at the U. of Southern California.

The air tragedy cut short a promising career in radio which began in Baton Rouge, La., where in 1935 as a student at the U. of Louisiana he handled sports broadcasts that were to help make him famous. After graduating from college, Mr. Neblett went to KWK St. Louis as assistant sportscaster. Later he was selected by General Mills to handle Wheaties broadcasts of the Columbus Red Birds over WBNS until 1941 when he returned to KWK. In 1942, Mr. Neblett went to Chicago where he both acted and produced on several network shows. In 1945 he formed his own production company, Neblett Radio Productions, of which he was president. Under his firm name, Mr. Neblett's *So The Story Goes* is currently heard transcribed over 90 radio stations. He was also to make his debut on ABC Oct. 6 for Brown & Williamson Tobacco Co., as star of *Fact or Fiction*.

Future plans of Neblett Radio Productions have not been formulated, according to Mort Jacobson, who became a partner of Mr. Neblett's only two weeks ago.

In addition to his wife and family, he is survived by Robert Benjamin Neblett, a six-year-old son by a former marriage.

Bowles Defeated

CHESTER BOWLES, one of the founders of Benton & Bowles advertising agency who subsequently became OPA administrator and economic stabilization director, was defeated in his bid for the Democratic nomination as governor of Connecticut last Tuesday (Sept. 17). His opponent Lt. Gov. Wilbert Snow, an English professor, polled 525 votes to 455 for Mr. Bowles on the first ballot. Although this was short of a majority, Mr. Bowles moved Mr. Snow be nominated unanimously, ending the contest.

Writer's Group Dispute Seethes

PROPOSAL of James M. Cain, Hollywood scenarist and author of "The Postman Always Rings Twice," for an American Authors Authority which would control the nation's literary output, including radio scripts, still is an undecided issue with the Authors League, parent organization of various writers' organizations.

At a meeting Wednesday of the League council in New York, called to hear Mr. Cain's plan and opposition from the American Writers Assn., the AWA failed to appear. After a few preliminary inquiries and a statement by William Pomerance, executive secretary of the Screen Writers' Guild on Mr. Cain's AAA plan, Elmer Rice, League president, named a subcommittee to study the proposal and objections.

On the subcommittee are Peter Lyon, vice president, Radio Writers' Guild; Richard Rodgers, president, Dramatists' Guild; Christopher LaFarge, president, Authors' Guild; Mr. Rice, and a representative of the Screen Writers' Guild to be named by Emmet Lavery, its president.

AWA had charged, in letters sent to 300 authors, that the AAA plan was Communistic and would result in a monopoly over all authors. It would prevent young authors from developing, AWA charged, and would particularly establish monopoly over radio and screen writers.

After Wednesday's closed meeting Mr. Rice told newsmen he thought that the AWA charge of Communism had little basis in fact, but he added that the AAA plan for an authority on copyright never would be accepted by the Author's League. AWA officials said they refused to attend the meeting because Louis Waldman, counsel for AWA, was not permited to attend.

Barton Appointed

FRANK C. BARTON Jr., for a year manager of the radio department of Benton & Bowles, New York, has been appointed radio director of Federal Adv., that city. He formerly had been business manager of the radio department of The Biow Co. and for nearly 11 years was with N. W. Ayer & Son, most of that time being spent in radio. John S. Davidson, who in addition to his duties as an account executive has managed Federal's radio department for the past several years, will now devote his full time to client service.

Mr. Barton

MODEL WKPT BURNS TO GROUND

NBC Affiliate Delayed Three Minutes On Morning of Disaster

THE NBC AFFILIATE promoted as "The Nation's Model Station" burned completely to the ground Sept. 7 in an early morning fire, but it plans to resume that status, with the blessing of CPA—and at the same location.

The station, WKPT Kingsport, Tenn., 250-w outlet operated by Kingsport Broadcasting Co. on 1400 kc, is minus its entire downtown quarters because of the early morning blaze which originated at a neighboring furniture store loading platform. Operations presently are being carried on from temporary transmitter site facilities.

Only items saved were office furnishings and equipment, including business records which were stored in a safe.

The fire was discovered first by a passing milkman, followed in a few seconds by Martin Karant, early morning announcer who had just arrived (5:15 a. m.) to prepare for day's broadcasting to start at 6 a. m. Calling General Manager Jess Swicegood pair were able to rescue copy and operating schedules from the control room and Announcer Martin was only three minutes late in starting his broadcast day, operating from the WKPT transmitter.

Station's entire program schedule was back in effect within four days. Business loss totaled a mere $156.72, most of which represented transcribed programs and spots which had to be delayed until replacements arrived.

Blaze approaches height

Established in 1940, WKPT already is planning its re-establishment. With approval from CPA new studios will be constructed at present location and will include two duplicate control rooms, 40x50 ft. studio, 20x30 ft. studio, two 12x18 ft. studios and 10 private offices. Construction is expected to take about six months.

PHILADELPHIA CP ON 680 KC ASKED

APPLICATION for a 10 kw fulltime station on 680 kc in Philadelphia was filed Thursday with the FCC by the Foundation Co. of Washington, already an applicant for a 5 kw outlet on 580 kc in the nation's capital.

Headed by Elmer W. Pratt, Washington communications attorney and first fulltime lawyer employed by the old Federal Radio Commission, Foundation Co.'s other officers are Cecil D. Kaufman, vice president; Richard J. Lyon, secretary, and Lawrence Heller, former majority owner of WINX Washington, treasurer. Messrs. Heller and Lyon were associated in the ownership of WINX, having sold their interests two years ago to the *Washington Post*.

Pending before the Commission is Foundation's petition asking the FCC to set aside its grant to Metropolitan Broadcasting Corp., for a 500 w daytime station on 570 kc Washington [BROADCASTING, July 8].

Raymer Moves

PAUL H. RAYMER Co., station representative, has opened new offices in Detroit at 1264 Penobscot Bldg., moving from 28 W. Adams Ave. New telephone is Cherry 0764. Manager of that office is Robert B. Rains.

ATS Opens Office

AMERICAN TELEVISION SOCIETY has established headquarters at 415 Lexington Ave., New York 17, telephone Vanderbilt 6-2144, ATS President George Shupert announced at the group's first meeting of the 1946-47 season, last Wednesday in New York. Bert Taylor, chairman of the membership committee, reported that the organization's membership now exceeds 400. Discussion centered on meeting plans for the coming year, culminating in decision to poll membership by mail on types of meeting desired.

Two NBC Renewals

NBC last week announced two 52-week contract renewals. The International Harvester Co., Chicago, Oct. 6 renews *Harvest of Stars* Sun. 2:30-3 p. m., through McCann-Erickson, New York, and American Cigarette and Cigar Co., New York (Pall Mall cigarettes), Oct. 2 renews *The Fabulous Doctor Tweedy*, and at the same time changes its time from Sun. 7-7:30 p. m. to Wed. 10-10:30 p. m. Agency is Foote, Cone & Belding, New York.

Now Vice President

LEE WILLIAMS Jr., account executive of Foote, Cone & Belding, Chicago, has been elected a vice president of the agency. Chief account executive on Armour Packing Co. (Chiffon soap), he held similar post with BBDO before joining FC&B.

FORT GOES AHEAD WITH VIDEO PLANS

FORT INDUSTRY Co. told FCC last week that it "is not willing to adopt a 'wait-and-see' attitude under the guise of 'investigating colored television,'" but, rather, has plans calling for a $500,000 outlay for buildings and equipment for low-band video in Toledo.

The statement followed the *Toledo Blade's* request to withdraw its television application, which had been set for hearing with Fort Industry's on Oct. 3, and was made in a petition for postponement of the hearing until further notice or for removal of its own application from the hearing docket, consideration and grant.

Fort Industry's petition estimated annual operating expenses of its proposed television station would exceed $250,000.

Toledo Blade's request for dismissal of its application without prejudice said the company proposed to investigate experimental color video and make plans for later commercial operation [BROADCASTING, Sept. 16].

WJOY Burlington, Vt. Opens With Ceremony

NATIONAL, State and local civic leaders participated Sept. 14 in the formal opening of WJOY Burlington, Vt., operated by the Vermont Broadcasting Corp. Station went on the air at 6:45 a. m. and at 12:30 p. m. carried the dedicatory program.

Alfred E. Spokes, manager, heads following staff: T. R. Morrow, advertising manager; John C. Quill, chief engineer; Val Carter, production manager; Robert Hildreth, William Brennan and William Woods, program staff. Jo Ann Walkover is traffic manager. Engineers are Clayton Hunter, Roger LaRoche and Kenneth Wallace. Mrs. Doris LaPan is secretary to the manager.

Six Grid-Casts Set

SIX SEPARATE broadcasts will originate in Pitt Stadium Sept. 21 when 1946 collegiate football season gets underway with contest between U. of Pittsburgh and U. of Illinois. Woody Wolf and Bill Sutherland air game over KDKA Pittsburgh. Bill Stern will do NBC cover while WGN Chicago, WILL Champaign, WDZ Tuscola and WMBD Peoria, Ill., will do programs. KDKA version is being carried on Atlantic Refining Co. network [BROADCASTING, Sept. 16], marking 25th year of football broadcasting.

Lineup Ready

WALTER SCHARF has been signed as musical director of new NBC "Fitch Bandwagon," starting Sept. 29. Paul Phillips will produce. Robert Mosher and Joseph Connelly are writers, with Phil Harris and Alice Faye starring in domestic comedy. William Forman has announcer assignment. F. W. Fitch Co. is sponsor, with placement through L. W. Ramsey Co., Chicago.

At Deadline ...

ELEVEN NEW AM STATIONS GRANTED BY FCC

SEVENTH station for New Orleans among 11 new AM grants announced by FCC Friday. One grant for Barstow, Calif. (population 2,500 by 1940 census). Other grants included two for Rome, Ga. (25,000 population); one at Asheville, N. C. and one to Central Illinois Radio Corp. for Peoria, Ill. Latter previously received proposed denial for 1290 kc [BROADCASTING, June 10], later amended to 1580 and granted.

Grants were:

Barstow, Calif.—Mojave Valley Broadcasting Co. 1230 kc 250 w unlimited. Principals (partnership): William T. Brown, vice president of Langevin Co., New York, manufacturers of transformers, 75%; Burton C. Boatright, former Army captain, 20%; Robert E. Reno, former farm program director WWVA Wheeling and WBNS Columbus, Ohio announcer, 5%. Granted Sept. 19.

Mesa, Ariz.—Sun Valley Broadcasting Co. 1490 kc 250 w fulltime. Equal partnership: Howard S. Roberts, owner of retail hardware and implement store; Donald Ellsworth, farmer; Lorenzo K. Lisonbee, teacher and radio operator; Bert A. Randall, interested in livestock business; Samuel F. Curtis, farmer; Joseph M. Standage, Salt Lake City, Utah, radio writer, producer and announcer; Ernest J. Burgi, Brigham Young U. student. Granted Sept. 19.

New Orleans—Supreme Broadcasting System Inc. 990 kc 250 w daytime only. Principals: William Cortada, partner in Ramon & Co., Ponce, P. R. export and import business, and director of Credito Bank & Trust Co., Ponce, president, 40%; Ramon Cortada, partner in Ramon & Co., vice president, 40%; Dr. George Mayoral, engineer, formerly with WLW, IRE and NBC, and author of books on engineering, treasurer, 10%; Stanley W. Ray Jr., attorney and former newspaperman, secretary, 10%. Granted Sept. 19.

Rome, Ga.—Coosa Valley Radio Co. 710 kc, 1 kw, daytime only. Principals: Dean Covington, Rome attorney, 60%, partner; J. W. Tromerhauser, president of National Discount Corp. of Rome, automobile finance business, 20%, partner; Edward Nixon McKay, WSGN Birmingham announcer and formerly with WRGA Rome, WATL Atlanta and WGOV Valdosta (Ga.) as announcer. Granted Sept. 19.

Rome, Ga.—Rome Radio Broadcasting Co. 1190 kc 1 kw daytime only. Equal partnership: Robert L. Tomlinson Sr., formerly owner and operator of Chattanooga restaurant and Robert L. Tomlinson Jr., former WDOD Chattanooga announcer. Granted Sept. 19. (Subject to adjustment of blanket interference complaints.)

Shelby, Mont.—Tri-County Radio Corp. 1230 kc 250 w unlimited time. Principals: Jack C. Toole, Ferdig, Mont. rancher, president, 42½%; John J. Hurley, automobile parts business, Shelby, vice president, 42½%; Paul R. Dorff, electrical appliance store, Shelby, secretary-treasurer, 15%. Granted Sept. 19.

Peoria, Ill.—Central Ill. Radio Corp. 1580 kc 1 kw daytime only. Principals: Joseph M. Giddan, stockholder H. R. Mandel Co., industrial scrap firm (25%), Maple City Stamping Co. (20%), and Norman Shoe Co. (50%), president, 51%; Sam J. Stone, agency manager Franklin Life Insurance Co., vice president, 12.3%; Max J. Lipkin, assistant Peoria corporation counsel, secretary-treasurer, 9.8%. Granted Sept. 19.

Oak Hill, W. Va.—Robert R. Thomas Jr. Sole owner 860 kc 250 w daytime only. Granted Sept. 19.

Oyster Bay, Long Island, N. Y.—Eastern Broadcasting Co. 1520 kc, 250 w daytime only. Principals: R. Lee Hollingsworth, employed at RCA Riverhead, N. Y. station, president, 20 shares preferred; G. H. S. Kendall, formerly associated with Fred Waring orchestra, music teacher and producer of independent educational films, vice president, 20 shares preferred; H. L. Koch, director Suffolk Conservatory of Music and Arts, secretary-treasurer, 1 share preferred. Granted Sept. 19.

Crewe, Va.—Southern Virginia Broadcasting Corp. 650 kc 1 kw daytime only. Principals: Calvin S. Willis, engaged in retail jewelry business, president, 60 shares common stock; W. W. Borum, 10% owner trucking business, 1st vice president, 100 shares common; V. B. Strawser, 50% interest in Crewe Ice and Supply Co., 2nd vice president, 40 shares common; W. L. Willis, former publicity director WRVA Richmond, secretary, 80 shares; Maxey E. Stone, jewelry and watchmaking business, 108 shares. Granted Sept. 19.

Asheville, N. C.—Radio Asheville Inc., 1490 kc 100 w unlimited. Carl R. Bamford, 25% owner of Publix Theatres (remaining 75% held by Paramount Pictures Inc.), president and treasurer, 37%; Mrs. Mildred Bamford, 37.6%; Zebulon C. Lee, Army veteran, secretary, 24.8%. Granted Sept. 19.

NAB and several radio unions among 260 organizations receiving questionnaires on political activities from House Campaign Expenditures Committee.

FETZER GRANT PROPOSED; ASHBACKER TO BE DENIED

FETZER BROADCASTING Co., which won quest for 1230 kc at Grand Rapids in 1944 only to have grant withdrawn after Supreme Court's famed "Ashbacker Decision" last fall, winner again Friday in FCC proposed decision. Ashbacker Radio Corp. request for change of WKBZ Muskegon from 1490 to 1230 kc given proposed denial.

Fetzer's WJEF, operating on special temporary authority since FCC acted in February to comply with SCOTUS decision, received proposed grant on grounds more equitable distribution of service from new Grand Rapids outlet than from change in assignment of Ashbacker's WKBZ. Comparative hearing, required by SCOTUS decision, held April 11-13 this year.

FCC gave finality to proposed decisions to grant Star Broadcasting Co. application for new 250-w station on 1240 kc at Geneva, N. Y. and deny mutually exclusive requests of Seneca Broadcasting Corp., Rochester, and Finger Lakes Broadcasting System, Geneva [BROADCASTING, Aug. 5]; and deny, on grounds of excessive interference to other stations, application of Chronicle Publishing Co. for new 250-w outlet at Marion, Ind. on 1230 kc [BROADCASTING, July 29].

CIO COUNCIL HEAD PROTESTS WJBK SALE

PROTEST against Fort Industry Co.'s proposed $550,000 purchase of WJBK Detroit from John F. Hopkins Inc. [BROADCASTING, Aug. 26] reported prepared for submission to FCC by August Scholle, president, Michigan CIO Council.

Scholle letter refers to FCC "rule . . . that one individual or corporation shall not own more than six stations" [Note: FCC authorities said there is no such rule in AM] while Fort Industry has seven; says despite FCC one-to-a-customer policy of FM grants Fort Industry has three CPs.

Recommending Dept. of Justice investigation of "concentration of control," letter cites Fort Industry as "perfect example of a standard broadcasting station acquiring FM licenses merely as a method of 'insurance against the inevitable development of the superior FM'."

JAMES ALFRED GUEST, head of FCC New York field division, slated to leave around Oct. 1 to become secretary of Amherst Alumni Assn.

BAR-BECUED

FEDERAL Communications Bar Assn. will not hold annual barbecue on Oct. 5 as originally scheduled.

Philip G. Loucks, FCBA president, and Horace L. Lohnes, committee chairman and proprietor of what he chooses to call "Lohnes Mule Barn" where annual event is held, who had agreed upon date several weeks ago, summarily announced last Friday that it "is not in the public interest" to hold event as scheduled. New date will be announced later.

Oct. 5 is Yom Kippur—Jewish High Holiday observed by absolute fast.

WNBC NEW YORK

NBC given FCC permission Friday to put its initials into call letters of New York key by changing WEAF to WNBC, and WEAF-FM to WNBC-FM, effective Nov. 1. Authorization followed similar approval for CBS to change call of its New York key from WABC to WCBS, with WCBS-TV and WCBS-FM as new video and FM station calls and WABC retained as relay station call [BROADCASTING, Sept. 2]. CBS changes also due about Nov. 1.

FCC AIMS QUESTIONED AT REPORTS CONFERENCE

DOES FCC plan control over radio wage rates, possibly making public financial reports of networks, stations? Those questions arose at informal conference Friday on proposed change in Schedule 13, Form 324, Annual Reports [BROADCASTING, Sept. 9].

Commission officials said FCC needs additional employment data for Bureau of Labor Statistics and to aid FCC. Dallas W. Smythe, FCC assistant Chief Accountant, presiding, admitted, under questioning by industry representatives, that salaries paid might be considered "public interest" angle in applications, renewals.

Industry representatives generally challenged FCC's authority to require data. Four unions—AFRA, NABET, IBEW, ACA—supported Commission's proposed form. NAB, major networks, others representing industry felt job of collecting employment data belonged to Bureau of Labor Statistics.

A. Harry Becker, FCC counsel, said Commission would, under new Administrative Procedure Act, publish proposed rule governing payroll data, hold oral argument before final action. Attending conference:

Jennie W. Newsome, economist, D. L. Ward, accountant, A. Ueland, FCC; H. C. McKeon, NBC; S. R. Dean, K. L. Yourd, CBS; A. D. Nicol, ABC; W. L. Reed, IBEW; Lawrence J. Mills Jr., A. T. Powley, president, NABET; George R. Ruppel, MBS; Harry Ober, Ewan Clague, BLS; George E. Strong, attorney, WHBI, WGRC; George Heller, AFRA; Geraldine Shandrus, ACA; R. P. Doherty, K. H. Baker, NAB; Paul Peter, Frazier & Peter.

PARAMOUNT SPOT STUDY

RADIO SPOT announcements of Paramount Pictures Inc. reach virtually all radio homes in nation, according to analysis by Buchanan & Co., N. Y., Paramount's agency. Comprehensive colored maps and vertical analysis showing primary coverage of city stations to be shown at Paramount's advertising and "orientation" meeting in N. Y. end of month. Figures show unduplicated primary area radio homes reached by Paramount spots is 27,500,000.

ACQUIRES ALL OF KLAC

MRS. DOROTHY THACKREY acquires remaining 25% interest in KLAC Hollywood (formerly KMTR) from Arthur C. Farlow, vice president J. Walter Thompson Co., San Francisco, and Mrs. Farlow, at reported price of $112,500. Mrs. Thackrey (WLIB New York, KYA San Francisco, *New York Post*) bought approximately 75% interest from Marilynne Dalton Alcorn and associates for $280,312 last February [BROADCASTING, Feb. 25].

"...so goes the nation"

This is the time for testing. New products are entering an untried market; old products are venturing forth in new packages; war-born improvements are ready to be introduced; changes in price structure, in distribution policies, in sales appeals, await acceptance or rejection of an unpredictable public.

Because the safe and sound approach to problems like these is the intelligent use of test markets, WLW offers its advertisers and prospective advertisers a Test Market Plan, complete in scope, and so thoroughly integrated as to make possible any test or combination of tests . . . at remarkably reasonable cost.

We invite your study of this plan, and of WLW's facilities for implementing it.

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State 0366

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Hollywood 28, Calif.
Hollywood 5408

1105 Mortgage Guar. Bldg.
Atlanta 3, Georgia
Main 5750

San Francisco 4, Calif. Exbrook 8033

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New PACKAGES

New PRICING

New ADVERTISING APPEALS

New SALES POLICIES

New SELLING TECHNIQUES

New OUTLETS

New RADIO PROGRAMS